

Vogue



**NEW YORK
FASHIONS**

**APRIL 1, 1934
PRICE 35 CENTS**

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TRIFLES MAKE *Perfection*



Choicer silk,
(A good beginning.)
A little extra
Care in spinning.
Threads a little
Tighter twisted
For a fabric
Dull and misted.
Just a little
Finer stitching
Makes a stocking
More bewitching.
Just a few more
Rows of knitting—
Longer, stronger,
Better fitting.
Ankles shaped
A trifle slimmer,
Finish, just a
Little trimmer.
Seams with finer
Overcasting,
Dyes that are a
Bit more lasting.
Colors just a
Little newer
Match your clothes
A little truer.
Yes, you'll find
On close inspection
It's the trifles
Make perfection.

Humming Bird

WOMEN'S FULL FASHIONED SILK HOSIERY EXCLUSIVELY

CHIFFONS AND SERVICE WEIGHTS • TAILORED, LACE AND
ELASTIC TOPS • PICOT EDGES • FRENCH HEELS
CRADLE SOLES

Sold in Stores of the Better Class



DAVENPORT HOSIERY MILLS, INC., CHATTANOOGA, TENN.
NEW YORK SHOWROOMS • • 385 FIFTH AVENUE



McClelland Barclay

ONLY AT BEST'S

The Famous *Shirtmaker Frock

ARISTOCRAT OF SPORTS FASHIONS, BECOMING TO ALL AGES AND FLATTERING TO ALL FIGURES



LIBERTY LAWN

Model 181—New this season, the Shirtmaker frock in this wonderful English lawn. So fresh, and cool and pretty you'll want several in your Summer wardrobe. The wildrose pattern, exclusive with Best's, comes in multicolor effects, green and yellow, sweet pea shades, blue, or nasturtium tints. One piece model, sizes 14s to 40 16.75



VIYELLA FLANNEL

Model 182—Here's the ideal Shirtmaker for golf or country wear. Viyella, fine old British flannel, is a mixture of wool and cotton, guaranteed washable, fast color, and non-shrinkable. This model has golf-swing sleeves, and handmade buttonholes. Powder blue, turquoise, melon, yellow, rose, mauve, white. Sizes 14s to 40 19.75

Silk kerchief 2.95



VIYELLA PLAID

Model 183—Viyella flannel, guaranteed washable, fast color, and non-shrinkable, is beautifully tailored in this Shirtmaker model with covered buttons. Bright blue, red, or green, with woven overplaid design in white. This frock is correct for town, travel, country, or active sports wear. Sizes 14s to 20, 29.75

MAIL ORDERS FILLED

Best & Co. • Fifth Avenue, N.Y.

GARDEN CITY
*Reg. U.S. Pat. Off.

MAMARONECK

EAST ORANGE

BROOKLINE

ARDMORE

Tobacco Twine . . . WITH A NEW TWIST!



PECK & PECK
FIFTH AVENUE
NEW YORK

CHICAGO • DETROIT • ST. LOUIS
PHILADELPHIA • BOSTON • MINNEAPOLIS

More good news about Tobacco Twine! We've given a new twist to this marvelous knit originated by Peck & Peck. And now—in one- two- and three-piece costumes—it's even lovelier than before. The one-piece dress, in the center (with the flattering lingerie frill of the same knit) comes in smart new town shades of Schooner Blue, Tobacco Brown and Black. The suits include all those delightful pastels, without which no cruise or country wardrobe is complete. The dress, \$19.75, two-piece suit, \$19.75, three-piece suit, \$29.75.

Designed exclusively for Peck & Peck by **RUBYCRAFT**

B. ALTMAN & CO.



Forbath & Rejane

Paris imports in our Specialty Shop include this gay and beguiling two-piece dress by Lucile Paray. It's made of stiffish tie-silk, black with a white cross-bar, with pleated ruffles decoratively applied . . . original model . . . and Altman reproductions.

specialty shop—third floor

Fifth Avenue . . . New York . . . Shops at . . . East Orange . . . White Plains

GUERLAIN



The unbroken seal of our bottle is your only guarantee that the perfume is Guerlain's own.

GUERLAIN
parfumeur
paris



Neo-classic Collection. By one of our own designers, a series of originals expressing the new approach to Grecian design. Gowns of utmost grace with lines that move in beauty. Selected from our ready-to-wear collection.

ON THE PLAZA • NEW YORK
**BERGDORF
GOODMAN**
5TH AVENUE AT 58TH STREET





Coin dots are Fashion currency that every woman can use this Spring and Summer. Here Golflex faces the belt and pipes the jabot in contrasting color to give additional charm. Pure silk crepe in navy, brown and black with white dots. Sizes 14 to 42. . . \$25.00

Hip Length and very jaunty is the jacket part of this corded sheer costume. The dress has short sleeves and the collar with pleated bow is an exceptionally smart treatment of white linen. In navy, porcelain blue, beige, apple green and rose dust. Sizes 14 to 42. . . \$29.50

Goold Studios

GOLFLEX

AT LEADING STORES THROUGHOUT THE COUNTRY

BONWIT TELLER'S Chronicle of fashion



SUITS

WITHOUT FUR HAVE
VERY GREAT CHIC

●Whether they are of British persuasion like the tailored topcoat classic of men's wear fabric above 85.00 or distinctly French like the dashing Schiaparelli copy at the right with its wide revers and rippling jabot blouse, 69.50, — suits without fur have a very high place in the mode and the Bonwit Teller collection for Spring is outstanding.

FIFTH FLOOR



BONWIT TELLER
FIFTH AVENUE AT FIFTY-SIXTH

ROBIA VOILE is an imported fabric. Also it is one of the season's most important fabrics—on several counts. **1** It possesses the really amazing Anti-Crease feature. **2** It comes in a great variety of unusually distinctive patterns, some color-woven, some printed, all utterly charming. **3** It is a

guaranteed Tootal product with the Robia name plainly marked on the selvage.

See Robia Voile at the better shops, where it is shown by the yard or made up in smart frocks which carry the Robia label. Should you have any difficulty in securing it, please write to us.

WRINKLES
Make
WALL FLOWERS
A TRAGEDY IN
ONE ACT

Anti-Crease FABRICS RESIST *Wrinkles*

SCENE: The first spring dance . . . young things all of a twitter over their new frocks. FACING YOU: Two who know the chic of cottons for evening. But the wistful one, alas, is a wall-flower. What has happened to her charming dress?

She doesn't get around much, poor dear. She wonders why other girls' frocks remain fresh and lovely all through a long evening. And there's no cause for wonder, at all. For the new

Anti-Crease Fabrics resist and recover from wrinkles as splendidly as fine worsteds. They drape as beautifully as silk and wash as readily as wool.

American-made Anti-Crease Fabrics are available in cottons, rayons and rayon mixtures. They include all of today's most desired weaves, from chiffon and piqué voiles to crepes and linen effects.

American Anti-Crease Fabrics are marked on the selvage "Anti-Crease Fabrics TBL1734516." None are genuine without this identification.

TOOTAL BROADHURST LEE COMPANY LIMITED • 1441 BROADWAY, NEW YORK
REGD.

HEAD OFFICE: MANCHESTER, ENGLAND

JAY·THORPE

57TH STREET WEST, NEW YORK



FLOWERS BY MAX SCHLING

BOUCHARD

PROLOGUE
TO
SUMMER . .

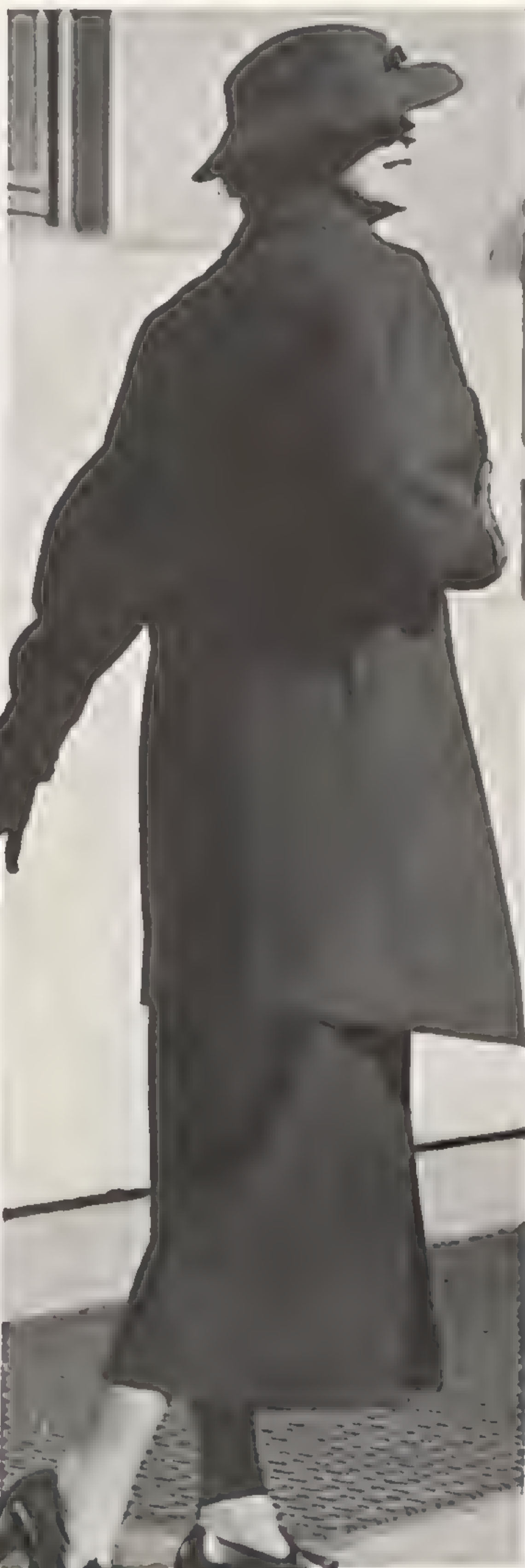
This is the versatile ensemble in which to lunch in town, to tea at Piping Rock, to travel . . a dotted crepe frock, a coat of soft wool with flirtatious cape sleeves, and, for that insouciant touch, dotted gloves to match the frock. In an imported print, the costume, 110.00.

Beauty walks

WALKS · WALKS ·



REGENT



PARADE



SWANKY



GIBSON GIRL



\$6.50
\$6.85
DENVER
WEST

Rosette a stream-line version of the popular four-eyelet tie—with self-stitching around the quarter, and aerated for summer comfort.

A MELODY IN MOTION—that's what you are in glorious Red Cross Shoes. They bring poise and grace to your walk. And never would you dream that shoes as smart as... well, the new wind-blown silhouette... could be so considerate of your busy feet. Dash off to town... luncheon, theater, cocktail hour. These marvelous shoes urge you to go and go and go. That's because they're ingeniously fashioned to fit all four of your feet. Your "walking" feet. Your "sitting" feet. And imagine—the price is still only \$6.50. You'll find Red Cross Shoes for every occasion, at the better stores, everywhere. Write for new style booklet. THE UNITED STATES SHOE CORP., Dept. V-44, CINCINNATI, O.

RED CROSS SHOES

FIT ALL FOUR



OF YOUR FEET

REG. U.S. PAT. OFF.



Mrs. Harold Talbott dressed by FRANCES CLYNE

CREATORS AND IMPORTERS OF DISTINGUISHED
CLOTHES AND MILLINERY FOR ALL OCCASIONS

FRANCES CLYNE
6 East 56th Street · New York

Schiaparelli SELECTS



At her Paris Opening

Schiaparelli mannequins wore these smart Walk-Over shoes with her newest town and country creations. All photos from Paris

Another Schiaparelli scoop for Walk-Over—and for you who want your shoes to fit in with the smartest Spring and Summer fashions as perfectly as they fit your feet.

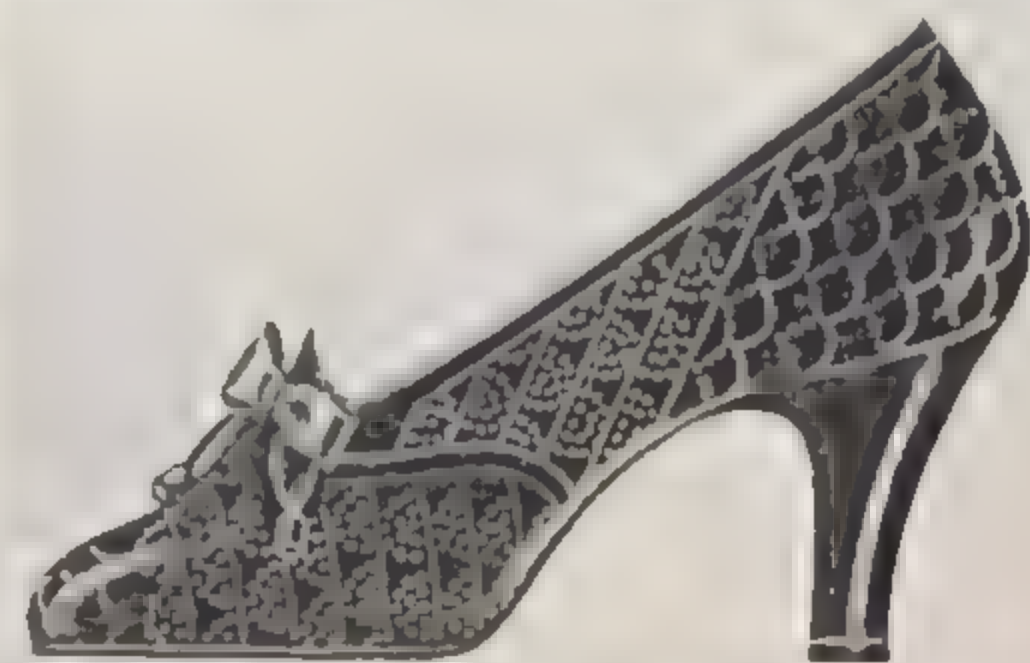
Here's the cable from Paris: "To carry out the international tempo of this brilliant designer, Schiaparelli mannequins wore especially selected Walk-Over Shoes with her town and country creations."

There's only one Schiaparelli. And there's only one maker—Walk-Over—whose shoes were singled out for this Grand Prix of fashion. This marks the second consecutive season.

Today, at your Walk-Over shop, these same exclusive shoe styles, made in America on American lasts, are ready to set your feet in motion on that pleasant path called—straight from Paris.



● PEKINTie, perforated through. Available in dark or white rough leathers, \$7.50. Worn with summer dress of crinkled white linen with narrow red stripe. Belt and collar lined with red.



● 1934 CABANA (Design Pat. D91349) Black, blue or white, \$8.50. Breeze-cooled by perforations giving an all-over rough texture effect in the same feeling as the ensemble of blue mixed tweed and red, white and blue printed silk. The skirt is fastened at the back like a chef's apron. Knitted beret.



WALK·OVER SHOES



●BELVA open-throat tie. Marine blue kid (also white) with feather-stitching, \$9. Worn with suit of County Tyrone tweed in shades of blue flecked with brown. The tailored jacket has a novel arrangement of pockets and wide revers, a Schiaparelli detail for Spring. Heart-shaped knitted beret.

●SWAGO Tie of taupe scuffed Porcupine with three sets of bronze hooks to secure the laces. Underlaid perforations. Low leather heel. Also in white, \$7.50. Worn with sports ensemble of Cumberland tweed. The skirt and cape are plain brown wool. The jacket is a mixed material of peasant colors.

●CHICO Tie laced through loops which form three bands across the instep. Another band centers the toe. Black Raccoon. Perforations underlaid with gray. Leather heel. Also in taupe or white Yukon, \$8.50. Blue-black tweed sports suit, cross-checked in green, red and white. Coral pink blouse.

●Classic in beauty and purpose, this SKIPPY Step-in of white Velbuck with brown calf. Buckled instep strap and leather heel, \$7.50. Worn with ensemble in natural color knitted thread. The straight dress has yoke and short sleeves of royal blue knitted silk. Smartly belted in brown calf.

Your next pair's from Paris! **WALK·OVER**
510 FIFTH AVENUE
SCHIAPIARELLI WALK-OVERS NOW AT ALL WALK-OVER SHOPS



Paris: 34 Boulevard des Italiens • London: 372 Oxford St. W.1



Coat by PRINTZESS • Hat by STETSON

PRINTZESS
sends you
SMARTLY
into
SPRING



● Smartness is what you notice first in a Printzess coat or suit... and the promise of smartness is fulfilled the moment you slip one on. Every Printzess fashion is made to fit in a custom-like manner ● The longer you own a Printzess the more conscious you become of its superiority. That's really why the styles se-

lected by stores to be featured during Famous Apparel Week will all bear the Printzess label. This event presents an excellent opportunity for you to choose your favorite Printzess fashion. But, for that matter, so does any other week ● The Printz-Biederman Company... New York... Cleveland... Chicago.



HARZFELD'S
PETTICOAT LANE KANSAS CITY

THE CENTER OF
FASHION... IN THE
HEART OF AMERICA



THE
Queen of Italy
CHOOSE THE FATHER
American Women

CHOOSE THE SON

WHEN the Queen of Italy bestowed upon Dominic De Liso the diamond pin with her personal cypher, she made a royal gesture of acknowledgement for the jewels her shoemaker had himself designed for royal feet.

Today Dominic's son, Vincent De Liso, together with Daniel Palter, a contemporary trained to observe every new trend in fashion both here and abroad, creates shoes for American royalty . . . smart women everywhere who know that a well-groomed foot is the beginning of a successful costume.

Scintillant marvels for gala nights . . . slim, perfect models for the afternoon . . . the latest, gayest, maddest inspirations for sport . . . never was there a shoe collection at once so individualized and so distinguished.

PALTER

740 BROADWAY

DE LISO

NEW YORK CITY



H. R. H. QUEEN
MARGHERITA



The surprise of the smart shoe season is in
this *Charmed Circle*



Now you can indulge your flair for smart footwear, without conceding a single consideration of foot comfort. And you can do it without even a suspicion of extravagance. The answer is very simple—Vitality Health Shoes. For here are fine quality shoes inspired with the smartness of true style, yet shoes that gracefully fulfill their function of keeping you constantly foot-happy. Made over lasts that possess conforming and supporting features, they give a new sense of foot-freedom to the fortunate foot that wears them. Why not discover them for yourself—and walk in the *charmed circle* of Smartness, Fit, Economy and Vitality.



\$6⁰⁰ \$6⁷⁵
and 6[—]

ROSALIE

SARI

VALERA

VITALITY
health shoes



SIZES 2 TO 11 • WIDTHS AAAA TO EEE

VITALITY SHOE COMPANY • Division of International Shoe Company • SAINT LOUIS



ASK YOUR FRIENDS WHO OWN THEM

PACKARD would like to put into your hands a new way to choose a motor car.

- It is a book—a "Who's Who" of people in your community who have purchased Packards. Many of these people are undoubtedly friends and neighbors of yours.

- Ask your Packard dealer to give you this book. Select a list of those you know. Ask them the questions given in the book,

which cover every phase of motor car performance and upkeep. Ask them any other questions you care to.

- We believe the verdict of your friends will make you eager to drive one of the new Packards. Simply phone your Packard dealer and he will be glad to bring a car to your home. Drive it over a road you know by heart—test it in every way.

Compare it on any basis you wish with any other fine cars, either American or foreign. And notice, too, that this newest and finest of all Packards has the lines that have made Packard America's most distinctive motor car—lines that make Packard one car the whole world recognizes.

PACKARD

ASK THE MAN WHO OWNS ONE



To a
LAKE FOREST BRIDE-TO-BE
*now trousseau hunting
 in New York*



CHEVROLET MASTER SIX TOWN SEDAN

CHEVROLET *for* **1934**



A GENERAL MOTORS VALUE

While you are happily scanning the loveliest creations New York's shops can show, mighty preparations go forward along Chicago's North Shore. Yours is to be a wedding of weddings . . . a fitting celebration of the union of two such fine old families. And if your wit and charm receive their just deserts, the wedding gifts will be in key. We hope that someone will think to include among them a Chevrolet; it has so much to recommend it to a popular young matron with many demands on her time. There's its speed and dash—a full 80 miles an hour if you ever need it. There's its luxury and comfort—the spacious Fisher body and Knee-Action wheels actually let you rest while you ride! There's its smart styling and incredible driving ease—in short, it is no less than the ideal personal car. On second thought, perhaps we needn't have brought the subject up. So many of your intimates are already enjoying this car that someone is sure to think of this certain way to please you most.

CHEVROLET MOTOR COMPANY, DETROIT, MICHIGAN

Summer prelude in "ACELE"

TWO FROCKS that envision sunny days ahead with gay week-ends galore. Fashioned of a subtly patterned mesh crepe in "Acele" with that cool, uncrushable look. Soft and rose-petal dull with a nice full-bodied texture that hangs in smart and flattering lines. Left: There's a little-girl look to the round neck with contrasting grosgrain tabs, the cap sleeves and the buttons down the front of the frock. Colors: White, pink, blue. Sizes 12-20. Right: Hand faggotting on the short cape sleeves and surplice bodice. A definitely slimming style. Colors: White, pink, blue and yellow. Sizes 36-42. . 19.95

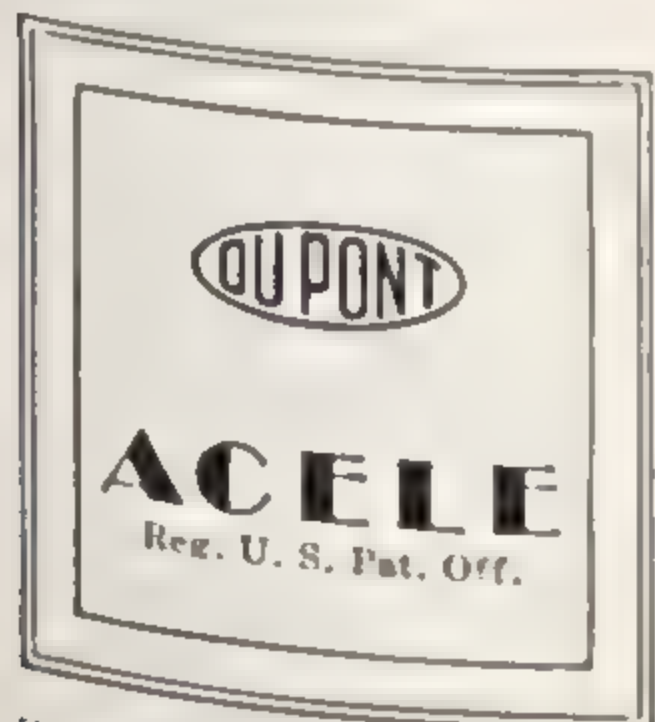
LORD & TAYLOR FIFTH AVENUE

WYNN RICHARDS



AND AT THESE QUALITY SHOPS:

Joseph Horne Co.,	Pittsburgh
Woodward & Lothrop, Washington, D.C.	
Halle Brothers,	Cleveland
The J. L. Hudson Co.,	Detroit
Mandel Brothers,	Chicago
Famous-Barr Co.,	St. Louis



"Acele" is the registered trademark used by Du Pont to designate its cellulose acetate yarn.

BEAU-MANIKINS
© 1934 BY
TANA GRAITCER

Shade-away—a shadow-stripe crepe, for teeing-off at eight or teeing-up at five, according to your style.

Campus Stripe—young silk shirting in best fraternity traditions. Pin stripes, or the more rah-team sport effects.

Pretty smooth, we think . . . this move toward a press less wardrobe in summersilk! Hang-it-on-a-hanger-and-let-it swing is our idea of clothes-care in summertime! And what's so cool and correct and fresh-keeping as these suave little silks? Great revival of them this season. See Beau Monde Summersilk Show, modeled by Beau-manikins, at better shops across the country . . . some of them listed here. Marshall Field & Company, Manufacturers, Chicago, New York, Paris.

BEAU-MANIKINS ON PARADE AT

Bullock's	Los Angeles
Dayton Co.	Minneapolis
Denver Dry Goods Co.	Denver
Emporium, Inc.	San Francisco
Frederick & Nelson, Inc.	Seattle
The Halle Bros.	Cleveland
Joseph Horne Co.	Pittsburgh
The J. L. Hudson Co.	Detroit
Lord & Taylor	New York
Marshall Field & Co.	Chicago
H. & S. Pogue Co.	Cincinnati
Strawbridge & Clothier	Philadelphia
John Taylor Dry Goods Co.	Kansas City
Yunker Bros., Inc.	Des Moines

Ladderlace—new pure-silk crepe with novel open-work stripe, giving the effect of hand hemstitching.

Beaubark—a rough and rather elegant sportsilk showing new combination of satin stripe on rib weave.

SUMMERSILKS

Beau Monde

Featuring Aristos



Famous for Footwear Fashion in Chicago

"Many little refinements" of manufacture characterize Aristo Shoes. . . . There's that subtle, yet, unmistakable look and "feel" which can come only from the choicest of leathers, carefully selected, exquisitely fashioned. . . . They have everything that correct styling and fine craftsmanship can provide.



PANDORA SANDAL
Black, Blue and Brown Kid,
Patent Leather trimmed, All
White Kid \$13.50

MYSTIC PUMP
Black, Blue and Brown Kid,
Patent Leather trimmed
\$12.50



PANDORA OXFORD
Black, Blue and Brown Kid,
Patent Leather trimmed
\$13.50

ARLETTE SANDAL
Black and Brown Kid, Black
and Brown Glacette Satin
\$12.50



TYROL TIE
Black, Blue and Brown Calf,
\$12.50

ORIGINAL MODELS BY NEWTON ELKIN, CREATOR OF "NEWTON PROCESS" COMPO FOOTWEAR

DESIGN PATENTS PENDING U. S. PAT. OFF.



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Contour Control... to glorify your figure!



"Foundette" Style No. 420—Tissue-weight, full-length foundation garment. No boning. Lace up-lift bandeau. Shoulder straps of Lastex braid.

"Foundette" Style No. 414—Short girdle in Lastex-and-Rayon patterned fabric. Knit to shape; no seams; short bones in front and back.

"Foundette" Style No. 407—Long girdle; Lastex-and-Rayon; knit to shape; no seams. Removable bones in front panel.

ALL the smartest women are pouring themselves into Munsingwear "Foundettes" because they insure *contour control* . . . today's secret of fashion!

You can learn all about *contour control* from the new, lovely "Foundettes." They mould you . . . make you slim . . . trim . . . curvish . . . roundish . . . as you desire. Mould you gently, firmly, yet so comfortably. *They stretch two ways.* They're knit (as only Munsingwear can) of the softest, snugliest, smoothest elastic fabrics you've ever put next to your skin . . . they resist wear and wash easily.

"Foundettes" are not expensive . . . girdles from \$2.50 to \$7.50 (for a full-length foundation) . . . at a quality store near you. Munsingwear, Minneapolis.

Munsingwear makes all styles of fine undergarments in all types of fabrics. For men, women and children. Lingerie . . . foundation garments . . . bandeaux . . . sleeping and lounging garments . . . as well as hosiery . . . waterwear and sweaters.

Foundettes
BY
MUNSING
Wear

A U T O G R A P H E D O R I G I N A L S



FOR AMERICAN WOMEN

by
Irma Kirby

Irma Kirby, eminent designer of fashionable clothes for American women, is not a transplantation. She belongs to America, studying and living in the very heart of the nation. Her viewpoint is entirely motivated by a deep rooted understanding of our society and all the arts. She is never influenced by Europe—originality is the very essence of her work and her objective is a smart, comfortable and flattering effect. Every model is hand cut, hand fashioned, hand draped, hand trimmed and finished under the personal supervision of this practical designer. It's a pleasure to own the signed EISENBERG originals—we'll tell you where they can be seen.

A M E R I C A N D E S I G N E D

This afternoon suit of heavy black sheer comprises a complete coat with fine white pique revers over a short sleeved straight hanging dress with pique tie and large self covered buttons. All pique is detachable and the coat, dress and slip are of

PURE *Silk!...*

MODELS
REGISTERED
P. O. Q. A.

Spontaneous approval by American women of fashion season on season has made these autographed originals the feature in important stores everywhere
EISENBERG & SONS Makers 309 WEST JACKSON CHICAGO

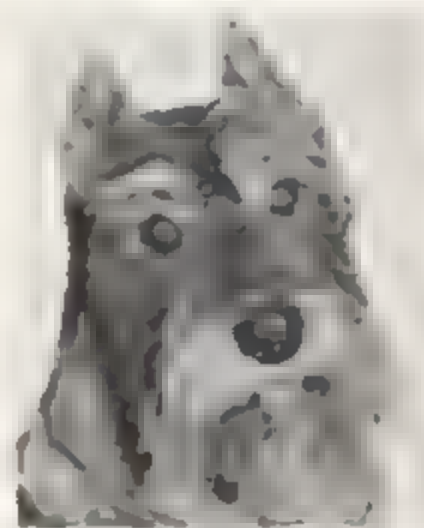
THE DOG MODE OF VOGUE

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Dog Toggery
STREET FLOOR



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Young stock from winning sires. Black as well as pepper and salt.

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DACHSHUNDE

Litters by Chs. Rex
von Nollingen and Far-
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DACHSHUNDE



Ch. Helmi—Flottenberg

SCOTTISH TERRIERS

ELLENBET FARM KENNELS

Mr. and Mrs. H. Bertrand, owners
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Tel. Stamford 4-6735



Newfoundlands

MISS ELIZABETH LORING
Waseeka Kennels Ashland, Mass.



Dictateur du Great. Courtesy Miniature Schnauzer Club of Am.

The Three Schnauzers

Schnauzers, like the Three Bears of nursery fame, come in three sizes—big, little, and middle-sized—but all are descended from a common stock. The Medium or Standard Schnauzer is the oldest, and dogs of this type have been traced back several hundred years in Germany. The breed is believed to have descended from the Moorland Dog, an older contemporary of the Bronze Age Dog, from which stock came also the present day Terriers, the Spitz and the Poodle.

Originally, the Schnauzer was a yard dog and ratter, and early photographs of the breed indicate that he had some droving blood. Hence, although he is classed in the Terrier Group in this country (but not in Germany or England), his history is very different from that of the British Terriers. The latter began as small dogs used to go to ground after small game and vermin, and their name is derived from the Latin word *terra*. The Schnauzer, however, was too large for such work, and he contains little if any strictly Terrier blood.

The Standard Schnauzer is a medium-sized dog, about 18-20 inches at the shoulder, and characterized by a mixed grey "pepper and salt" color which varies from light to dark but should not be mixed with brown. Solid blacks, and still more rarely black and tans, occur, but they are uncommon. The coat should be harsh and wiry, with bushy eyebrows and pronounced whiskers. The Schnauzer is nearly square, with a somewhat sloping shoulder (therein differing from the Wire Foxterrier) and a chunky build. He is broader in the chest and more heavily built than the Wire, with a broader skull in proportion to the length of his head, and less racy throughout. Hence the "terrier type" should not be over-emphasized in judging him.

At Stud Dobermann Pinscher GERMAN SIEGER 1932 AMERICAN CHAMPION MUCK VON BRUNIA

Winner of the big Wanderpreis
Germany 1932.
Winner of the International
Beauty Championship title 1932
and also
Winner of the Bessie Wander-
preis for the best Dobermann
Pinscher with training degree.

Owners: Mr. & Mrs. Owen A. West, Chicago, Ill.



Puppies sired by Muck now available

For particulars apply to
LINDENHOF KENNELS

Wm. Schafer, Owner
3025 N. Harlem Ave., Chicago, Ill.



"The Home of Champions"

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PERCY ROBERTS, Prop.

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Importer and Exhibitor
of All Terrier Breeds



Champions in Alredale, Irish,
Welsh, Scottish, Sealyham,
Cairn and Foxterriers (Wire
and Smooth) at Stud and
for disposal.

Advice and suggestions free-
ly given on all matters per-
taining to acquiring high-
class dogs. Will prospective
clients state exact require-
ments when writing.

The consistent winning of
Terriers emanating from
these kennels proves conclu-
sively they are the pick of
the World's best.

SCOTTISH TERRIERS

MRS. A. M. HENSHAW

College Hill, Cincinnati, Ohio

June to October

Lake Leelanau, Michigan



DOWN EAST KENNELS

Bluehill, Maine

CAIRN TERRIERS Home Reared Puppies
from Prize Winning Stock

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Ch. the Great My Own
PUPPIES

BLACKSTONE KENNELS

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COCKER SPANIELS

Bred for field and bench
Several puppies now available

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Rowcliffe Cocker Spaniels

are synonymous for happy healthy dogs of
selected breeding guaranteed against disem-
per and backed by the owner. If you want a
dog you need a ROWCLIFFE COCKER. Vis-
itors are welcome and inquiries solicited.
Prices are adjusted to present conditions.
Write to Mrs. Moffit

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Route 9, Poughkeepsie, N. Y.

Tel. 1850

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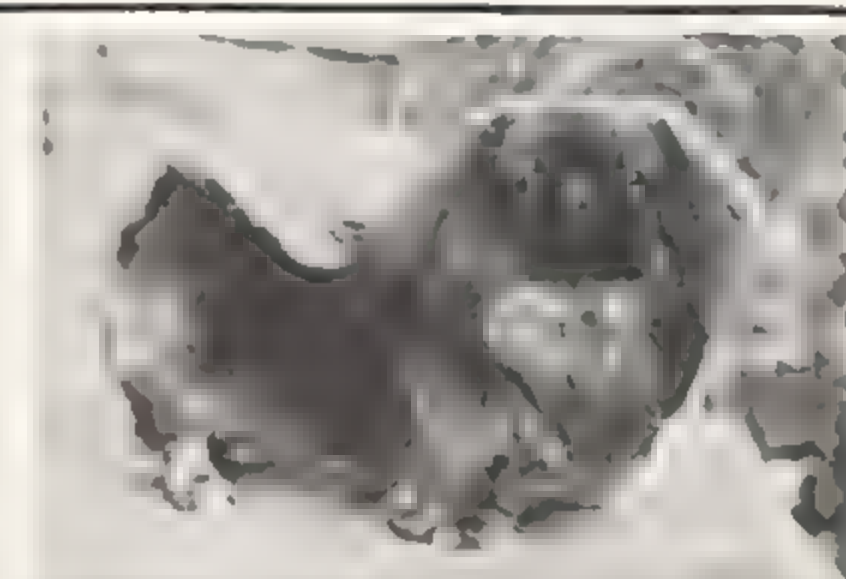
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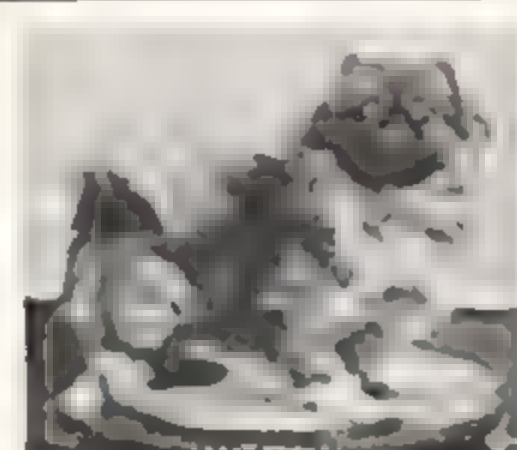
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Travelog

BERMUDA IN APRIL

April is, of course, always a gay month in Bermuda. The big social event this year will be Lady Cubitt's English Hunt Ball and supper to be held at the Princess Hotel. This is a subscription ball with the proceeds going to the Lady Cubitt Compassionate Fund (Bermuda Charities). Ben Cutler and his orchestra will play for this event.

Then the annual Bermuda Flower Show will be held April 10, 11, and 12. Easter lilies, pink and crimson oleanders, hibiscus, cape myrtle, morning-glories—all are out during this season, and the best of each variety will be in the show.

The yacht races that hold the sport spot-light in the second week of April will be starting from the new club-house of the Royal Bermuda Yacht Club. A larger entry list than usual, in which there are many prominent American yachtsmen, will compete in the annual International Six Metre Class series of four races for the challenge trophy presented by the Prince of Wales.

GREENBRIER

There will be varied activity at the Greenbrier in White Sulphur Springs during April. Opening on March 31, and continuing through all of Easter week, will be the first Annual Flower Show, in which there will be many fine exhibits.

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Following Easter week, the polo season will be inaugurated at the Greenbrier Polo Field with games scheduled between visitors from Pittsburgh, Cleveland, Detroit, Columbus, and many Virginia teams.

Golf comes next with the Mason and Dixon Tournament starting on April 9, and then the leading tennis stars of the country will gather for the Fourteenth Annual Mason and Dixon Tournament beginning on April 16. You'll see lively competition in this tournament because the Davis Cup squad has its last competitive tennis before the first international match.

Among the many visitors at White Sulphur during April will be Mrs. James Laurens Van Alen, Mr. and Mrs. Edward Timmins, and Miss Aileen Mitchell, of New York; Mrs. Edward Morris, of Chicago; Mr. Clarence A. Bogert and Mr. Leighton McCarthy, of Toronto, Canada.

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GOLF: French Lick, Indiana: Mid-Western Amateur Golf Championship, April 6, 7, and 8.

TENNIS: Pinehurst, North Carolina: Annual United North and South Championship, April 9-14.

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SOCIETY

BIRTHS

NEW YORK

Culbert—On February 19, to Mr. and Mrs. William Ledlie Culbert, junior, (Ruth Siefert), of Miami Beach, Florida, a son, William Ledlie Culbert, third.

Cunningham—On February 23, to Mr. and Mrs. Briggs S. Cunningham (Lucie E. Bedford), of Greens Farms, Connecticut, a daughter.

Hoppin—On February 17, to Mr. and Mrs. Frederic Gallatin Hoppin (Mary W. Swords), a son, Frederic Gallatin Hoppin, junior.

O'Ryan—On February 23, to Mr. and Mrs. Holmes O'Ryan (Blancy Phelps), of Mount Kisco, New York, a daughter.

Wittmann—On February 24, to Mr. and Mrs. Joseph van Beuren Wittmann (Elizabeth Van Rensselaer Voislowsky), a son, Joseph van Beuren Wittmann, junior.

FALL RIVER

Burnham—On January 19, to Mr. and Mrs. Robert F. Burnham (Winifred Burnham), a daughter, Ann Burnham.

HOUSTON

Lawhon—On January 27, to Mr. and Mrs. Thomas Lawhon (Flora Streetman), a daughter, Jane McIvor Streetman Lawhon.

HUNTINGTON, WEST VIRGINIA

Long—On December 5, to Mr. and Mrs. Paul Walker Long (Eloise Campbell), a daughter, Margot Maxwell Long.

INDIANAPOLIS

Madden—To Mr. and Mrs. Thomas Madden (Martha Taylor), a daughter, Ethel Failey Madden.

Wheeler—To Mr. and Mrs. Henderson Wheeler, junior, (Frances L. Hamilton), a son, Michael Hamilton Wheeler.

NEW HAVEN

Crowley—On February 8, to Mr. and Mrs. Joseph P. Crowley (Betty Jones), a son.

Tracy—On February 19, to Mr. and Mrs. Thomas Tracy (Susan Bennett), a daughter.

PHILADELPHIA

Cole—On February 24, to Mr. and Mrs. James Marshall Cole (Bertha Bates), of Titusville, New Jersey, a daughter, Alexandra Marshall Cole.

Foskett—On February 26, to Lieutenant James H. Foskett, U. S. N., and Mrs. Foskett (Florence P. Kane), of Stratford, Pennsylvania, a daughter, Sibyl Van Rensselaer Foskett.

READING

Lessig—On February 8, to Dr. D. Kepner Lessig and Mrs. Lessig (Helen Wylie), a daughter, Sally Lessig.

ROANOKE

Brower—To Mr. and Mrs. Eugene Brower, a daughter.

SAINT PETERSBURG

Dew—On January 29, to Mr. and Mrs. Jack C. Dew (Amy Meek), a son, John Carlos Dew, junior.

TAMPA

Paul—On February 25, to Mr. and Mrs. Frank C. Paul (Isobel Warren), a daughter, Penelope Paul.

TORONTO, ONTARIO

Deacon—On February 13, to Mr. and Mrs. T. R. Deacon (Dorothy Magee), a daughter.

Godwin—On February 7, to Mr. and Mrs. Ernest P. Godwin (Helen Playfair), a son.

King—On February 23, to Mr. and Mrs. Bruce King (Eloise Washburn), a son.

TROY

McChesney—On January 6, to Mr. and Mrs. Lindsley McChesney (Elizabeth Orth), a son, Charles Lindsley McChesney.

WATERBURY

Puffer—On February 14, to Mr. and Mrs. Richard F. Puffer (Suzanne Hill Leach), a son, Robert Leach Puffer.

ENGAGEMENTS

NEW YORK

Allen-Lapey—Miss Elisabeth Walton Allen, daughter of Mr. and Mrs. George W. H. Allen, of Cazenovia, New York, to Mr. Paul White Lapey, son of Mr. and Mrs. Percy G. Lapey, of Buffalo, New York.

Clark-Locke—Miss Dorothy Q. Clark, daughter of Mr. and Mrs. Harold Benjamin Clark, of New York City and "Apple Hill," New Canaan, Connecticut, to Mr. Edwin Allen Locke, junior, son of Dr. Edwin Allen Locke and Mrs. Locke, of Boston, Massachusetts.

ENGAGEMENTS

Fairbanks-Burden—Miss Flobelle Fairbanks, daughter of Mrs. John Fairbanks, of Los Angeles, California, to Mr. Shirley C. Burden, son of the late William A. M. Burden and Mrs. Burden, of New York City and "Uplands," Mount Kisco, New York.

Goldsborough-Freeman—Miss Ellen Roy Goldsborough, daughter of the late Richard Francis Goldsborough and Mrs. Goldsborough, to Mr. Talbot Otis Freeman, son of the late Daniel Allen Freeman and Mrs. Freeman.

Jones-Powell—Mrs. Richard H. Jones, of New York City, to Mr. W. Royce Powell, son of Mrs. Malcolm Monteth Ely, of Cleveland, Ohio, and the late William Manuel Powell, of New York City and Smith Falls, Ontario.

Leslie-Schuyler—Miss Barbara Digby Leslie, daughter of Mr. and Mrs. William Methven Leslie, of New York City and Easthampton, Long Island, to Mr. Philip Van Rensselaer Schuyler, junior, son of Mr. and Mrs. Philip Van Rensselaer Schuyler, of Plainfield, New Jersey.

Martin-Mathews—Miss M. Blyth Martin, daughter of Mr. Charles Blyth Martin, to Mr. Roger Mathews, son of the late Albert Henderson Mathews and Mrs. Mathews.

Mather-McLean—Miss Katherine Stone Mather, daughter of Mrs. John W. Cross and the late Amasa Stone Mather, to Mr. Edward T. McLean, son of Mrs. A. Throckmorton McLean, of Saint James, Long Island, New York.

Whitney-Wing—Miss Faith Whitney, daughter of the late Caspar Whitney and Mrs. Whitney, to Mr. Morgan Wing, junior, son of Mr. and Mrs. Morgan Wing, of New York City and "Shadow Lodge," Millbrook, New York.

BOSTON

Means-Devens—Miss Martha A. Means, daughter of Mrs. M. Rice Means, to Mr. Arthur Lithgow Devens, junior, son of Mr. and Mrs. Arthur Lithgow Devens.

Means-Hallowell—Miss Nancy R. Means, daughter of Mrs. M. Rice Means, to Mr. Robert H. Hallowell, junior, son of Mr. and Mrs. Robert H. Hallowell.

INDIANAPOLIS

Brown-Fleming—Miss Betty Brown, daughter of Mr. and Mrs. Raymond D. Brown, to Mr. Edward John Fleming, son of Mr. and Mrs. Edward James Fleming, of Evanston, Illinois.

MONTCLAIR

Folwell-Wilson—Miss Ada Folwell, daughter of Mr. and Mrs. A. P. Folwell, to Mr. Rufus Saxton Wilson, junior, son of Mr. and Mrs. Rufus Saxton Wilson, of Newton Center, Massachusetts.

Hanan-Smith—Miss Marcia Hanan, daughter of Dr. James T. Hanan and Mrs. Hanan, to Mr. Reginald John Smith, of Porto Rico, West Indies.

PHILADELPHIA

Clothier-Brown—Miss Mary Clapp Clothier, daughter of Mr. and Mrs. Morris L. Clothier, of "Clairmont," Villanova, Pennsylvania, to Mr. Robert Pittfield Brown, son of Mr. and Mrs. Henry Tatnall Brown, of Moorestown, New Jersey.

Lyon-Sharples—Miss Rose Vincent Lyon, daughter of Dr. B. B. Vincent Lyon and Mrs. Lyon, of "Noyl House," Rosemont, Pennsylvania, to Mr. Lawrence Price Sharples, of Haverford, Pennsylvania, son of Mr. Philip M. Sharples, of West Chester, Pennsylvania.

POUGHKEEPSIE

Case-PHELPS—Miss Harriet Sturges Case, daughter of the late Dr. Clifford P. Case and Mrs. Case, to Mr. Pierson Smith Phelps, of Hyde Park-on-Hudson, New York, son of Mr. and Mrs. Lancelot Phelps, of Kingston, New York.

SAINT LOUIS

Hoblitzelle-Augur—Miss L. Trimble Hoblitzelle, daughter of the late Mr. and Mrs. George K. Hoblitzelle, to Mr. Newell Avery Augur.

SYRACUSE

Cook-Brust—Miss Constance Hawthorne Cook, daughter of Mr. and Mrs. Henry W. Cook, to Dr. John C. M. Brust, son of Dr. H. O. Brust and Mrs. Brust.

TAMPA

White-Roseborough—Miss Jean White, daughter of the Reverend Francis S. White and Mrs. White, to Mr. Angus Baker Roseborough, of Jacksonville, Florida, son of Mr. and Mrs. Robert Reid Roseborough.

(Continued on page 116)



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From the Spring collection of
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Sable and other Spring furs is
yours upon request.*

RICHARD KOPPEN FURS

17 West 47 St. New York

HER DIARY

- Enid is mad for a Mexican holiday—but
- I'll trade hot tamales for a lot of those
- grand 'Gringos' sandals of crushed pigskin in
- the new gay colors. \$12.50.



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FITTING THE NARROW HEEL
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Vogue Covers

Herb shop



• Another one of those astounding New York contrasts came my way the other afternoon, when I happened to go from

Bloomingdale's huge and teeming emporium to a stone's throw away, where there is a little old-fashioned shop I think you ought to know about. An Herb Shop. The formidable name of Atlas Importing Company belies the simplicity of the place—there's not even a telephone. The shop is run by a Hungarian, Joseph Gyomber, who seems to be a cross between a grocer, botanist, chemist, and nature healer. Yes, a great portion of his customers come in to purchase herbs for medicinal purposes, not cooking.

Though a Hungarian, Gyomber says that the Germans are the people who know more about the use of herbs for cures than any others, especially herbal teas, which they deem unusually efficacious. Besides the well-known camomile variety, his customers brew teas from anise (or star-anise, which is stronger), from peppermint leaves, and from the lovely-sounding Tausendgülden Kraut, which is for stomachs that are acting up.

At this little shop, the merchandise is displayed in the manner of the old country. No trade-marked packages of this or that—but great kegs, casks, and jars filled with bulk produce and bearing romantic inscriptions from far-flung places. For instance, "Cloves from Turkey pack-

ed in Holland," "Cinnamon from Bavaria" and "Yerba Maté, from Paraguay." Paprika is displayed in the way I am sure that Norman Bel Geddes would do if he were staging an herb shop scene. Piled in a huge mould, the brilliant red of the paprika forms a most effective contrast to the surrounding jars of black pepper, baskets of rosemary and other green leaves, bottles of ginger-root, and the dark red of jars filled with crushed chili peppers.

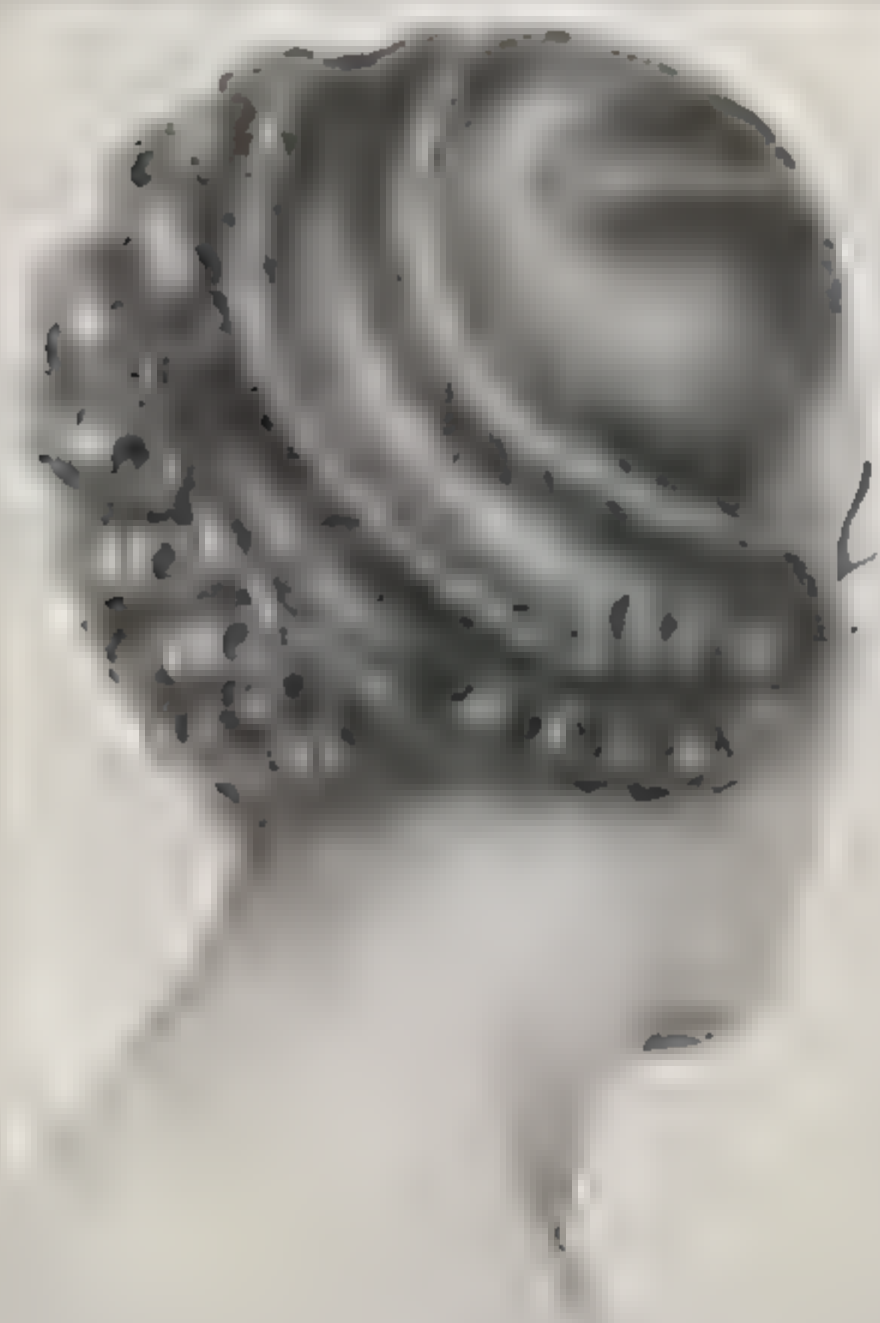
Out of the infinite variety of stuff on the shelves to excite your imagination, some of those that I remember are, thyme, coriander, caraway-seed (and a special Russian caraway-seed), lentils, Mexican beans, flageolets (and how well the French use them), dried chestnuts—and even old-fashioned rock-candy. You will also find catnip for your mouser and a cask filled with lavender leaves for your linen. The place, as you can see, is more like stepping into a shop in Pomander Walk than on Second Avenue (1109), between Fifty-Eighth and Fifty-Ninth Streets.

Party crooner

• There's no doubt about it—it helps a lot if you have some sort of entertainment at your cocktail or after-theatre party. It's all very well if there's sufficient talent among the guests themselves. But it's unsatisfactory to count on them. Then, too, lots of the talented ones are apt to go temperamental and feel they are being imposed on, if asked to entertain. As a matter of fact, I am inclined to think they are right.

As a suggestion for an entertainer

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the town

you yourself can hire, have you heard that Harlem's famous Jimmy Daniels is back from his European triumphs and is available for parties? If you don't know him from the days when he sang up-town, perhaps you listened to him last summer at the Sporting Club in Monte Carlo, or at Ciro's in London. Or, you may have heard him recently at those Sunday evening buffets which Marion Cooley has been sponsoring at the New Victorian Bar, at 400 East Fifty-Seventh Street (and by the way, it's a most convenient and amusing place for East Riverites to drop into).

But, even if you haven't heard Jimmy Daniels, take my word for it, the boy is good. He stands by the piano nonchalantly, entirely unconscious of the guests, and, with a far-off look, sings "blues" and songs of the Cole Porter and Noel Coward type. As to fee, it depends on how long and where you want Le Daniels to perform. You can talk the whole thing over with him by telephone—Monument 2-4177.

Beauty barber



• You, the fair sex, certainly have it all over on us mere men when it comes to making the most of the face God gave you.

Whereas you can resort to rouge, powder, lashes, and eyebrows, we can do nothing in trying to improve our visage, except perhaps trying out the effect of various shapes of moustache. While you can use earrings to elongate or broaden your face, change the colour of your tresses, and do all manner of tricks

in dressing them, we can only change the angle of our hair part, or see what happens if we raise or lower our side-burns an inch.

It's all very unfair, and I have often thought that something should be done about studying the relation of hair-cuts to faces. Well, something has been done. One barber in town has instructed all the men in his three barber shops to give customers individual study when trimming hair. Not for him one standard hair-cut!

The man who has had such foresight is Charles De Zemler, barber de luxe. His list of customers reads like the *Almanach de Gotha* and includes such persons as: the Earl of Ypres, Crown Prince of Sweden, Prince Henry of England, Ogden Goelet, Lord Kitchener, Earl Roberts, Balfour, Percy Rockefeller, John Drew, Raskob, and the late William K. Vanderbilt. His shops are at 32 East Forty-Eighth Street, 230 Park Avenue (New York Central Building), and his latest one is in Radio City. Besides being modern in the extreme, they house rare collections of "barberana"—amusing old prints, shaving mugs, antique "vanity-cases" for brilliantine and hair lotions, as well as all manner of implements used by barbers through the ages. When you're in Radio City, it's well worth your while to take a look at the collection in his shop-window and, if you are a gent who is reading these paragraphs, go in and see if they can not gild the lily. Women who have males for whose looks they feel responsible might let the De Zemler barbers take a whack at their Samsonian locks. (Continued on page 22)



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A youthful opera pump of black or blue kid with nickel nail heads; brown kid with brass nails and a flattering bow-knot on the side. \$14.75
Bag to match..... \$8.85

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HAIR GOODS EXCLUSIVELY



Mahogany Cocktail Table
with Sheffield tray top

HAMPTON SHOPS
18 East 50th St., New York City
FURNITURE • DECORATIONS

Shops to know

No matter how familiar you may be with the New York shops, you can't possibly know all the good ones. Here are some of the smartest specialty shops to be found. Whether it's a beauty treatment, a particular type of sports dress, a shoe, or a hat—the chances are you'll find it among the shops advertised on this page. You may write to any of them with entire confidence in their integrity, for they measure up to the same plane of smartness upon which Vogue itself operates.

VOGUE COVERS THE TOWN

(CONTINUED FROM PAGE 21)

Flowers on parade



• This is the month when the flowers start to come. The New York Botanical Garden, out in Bronx Park, has acres of crocuses in purple and yellow and white, drifting across the lawns and grassy banks. In May, there'll be five acres of daffodils, in the southeast part of the Garden—half a million plants, no less—from dwarf to giant sizes, and many of them sweet-scented. In June, there'll be the iris—four acres of them—in winding beds, like streams of soft colour. In the Iris Rock-Garden (open for show for the first time this year), hundreds of dwarf iris have been planted, and other small flowers that harmonize with them. In the time of roses, there'll be five thousand bushes abloom, in the formal Rose-Garden.

The plan of the New York Botanical Garden is to show species and varieties of flowers that can be grown in one's own garden and to suggest attractive arrangements. In line with the growing popular interest in rock-gardens, a new Big Rock-Garden is just being finished. It will be one of the finest in the country and is being done under the supervision of Mr. T. H. Everett, who did the very lovely rock-garden on the estate of H. Edward Manville, junior, "Stairways," at Pleasantville, New York, before he became Horticulturist at the Botanical Garden. Native rock has been used for this and arranged in its natural geological formation. And thousands of plants have been set out, many of them native types that have not yet been introduced to cultivation. This garden has been planned so that it will never be quite finished, and the planting will continue every year.

Later on, towards autumn in fact, there'll be another contest for the most popular dahlia. The one last year was very successful and amused

the Botanical Gardeners so much that they've decided to repeat it. Last autumn, most of the children who voted chose a particularly difficult-to-grow dahlia named "Christmas Candy." But the dahlia that won the most acclaim of all was called "Satan"—a tall, handsome specimen. One dear lady thought him so beautiful that she told the attendant, "His name ought to be changed to Lahv-er."

Brooklyn blossoms

• The crocuses over at the Brooklyn Botanic Garden are an annual spectacle that no one should miss. Even the statistics about them are a bit staggering. There are over sixty thousand (60,000) crocuses! Dutch yellow crocuses and purple and white spring crocuses, scattered over a great space of lawn in the southwest part of the garden, all growing as if Nature had planted them there. They were really planted by the gardeners, who scatter them in handfuls, like Millet's Sower, and then go back and dig a little hole for each bulb, wherever it has fallen.

After the crocuses comes a parade of flowers—gay little blue squills in the Rock-Garden; netted iris; magnolia (around the fifteenth of April); and a whole army of daffodils blanketing two hills. About May first, the Japanese cherries make a great showing; the Ghent azaleas, the tulips, and the bearded iris come between May fifteenth and June first; peonies the first ten days of June, and an infinity of roses around June fifteenth.

If you should go to the Botanic Garden when these special showings are not in bloom, you'll find that other, no less lovely, things are going on there all the time. The arrangement of the Garden, in itself, is unusual. In the main part, there's what is called a Systematic Section—wherein all the plant families are shown in the order in which they are supposed to have evolved. This arrangement is so unique that it has



Handtailored
Sommer's newest hand-tailored shoe for a season that demands custom-made clothes. In blue, brown, or black calf with contrasting pipings. \$13.75

SOMMER

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A Permanent that gives the new brushed-up look with a cluster of flat little ringlets poised high on the head... very feminine and charming.

PERMANENTS \$10.

For appointment telephone PLaza 3-6262
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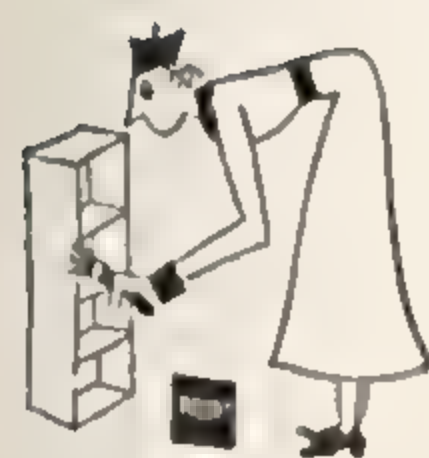
6 East 53rd St., New York

VOGUE COVERS THE TOWN

made the Brooklyn Botanic Garden famous all over the world.

There are special smaller gardens, too—a Rose-Garden that shows the types and varieties of roses in the chronological order of their development, and kinds that are used in making perfumes, attar of roses, and medicines. The Japanese Garden was constructed by a Japanese architect, and its pools are filled with water-lilies and large East Indian lotus in the summer-time. The Iris Garden is along a brook. And the Children's Gardens are fun to see—where two hundred Brooklyn children are taught how to grow vegetables and flowers in little plots of their own.

Spring cleaning



• If it has been a long, hard winter for your fabric-covered furniture, and you want to provide it with a fresh, clean face for spring, Nat

Ketchum is your man. Given fabric that isn't actually in need of replacement, he and his assistants will whisk away the dust and ground-in soil, and leave the coverings on your furniture beautifully clean. The process used is known as Renofab, and so efficient and uncomplicated is it, that all the work can be done in your house. Which, of course, eliminates any troublesome moving in and out of sofas and chairs, and, what's prob-

ably more important, the possibility of a furniture-bereft apartment. Rugs and hangings can take the same treatment, too, and respond in a most gratifying way. But Mr. Ketchum's good work doesn't stop with this. He'll mend furniture, refinish it, make book-shelves and all types and sizes of cabinets, wire lamps, make slip-covers—even completely decorate your apartment, a phase to which he has just recently turned his versatile hand. When the freshen-up-for-spring feeling grips you—here's an address to remember: 306 East Fifty-Ninth Street.

For white elephants

• Theoretically, Vogue readers don't make mistakes in buying clothes, but actually, even the best of us slip up every so often and find ourselves the sad owner of an unbecoming dress or a coat or a suit that, to us, has no earthly use. Well, there's a special refuge for just such mistakes, and it's known as Mrs. Berkeley's Dressing-Room Re-Sale Service. What you do is to take your mistake (or mistakes) to Mrs. Berkeley's attractive shop at 41 West Fifty-First Street, and there the lady herself will accept it "on consignment"—provided, of course, that she feels it has a definite re-sale possibility. This means that any quaint little duds of the 1929 vintage are still duds and not at all in demand, no matter how perfect their condition. The same thing (Continued on page 24)

Presenting



CHROMINETTE*

the new streamline Customode in twilled cloth and kid, piped in antique silver kid and trimmed with gleaming bands and ornaments of chrominette. Comes in blue, brown and black.

\$18.75

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Visit the Snack Room
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MAILLARD'S—387 MADISON AVE. at 47th St. Now serving Dinner \$1.25. Unsurpassed cuisine. Luncheon 90c up. Also A La Carte Cocktail Lounge—Service all day.

CHEZ JANET—237 West 52nd Street. Specialty of "Soupe à L'oignon" (Onion Soup) and "Crêpes Flambee". Strictly cuisine Française in the warmth of Janet's hospitality. Columbus 5-8717.



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ST. MORITZ—on-the-Park, 50 Central Park So. Cocktail hour in the Bacchante Bar and Rumpelmayer's. Dinner and supper dancing—The New Continental Grill.

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"Cuisine Continentale"
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VOGUE COVERS THE TOWN

(CONTINUED FROM PAGE 23)

holds true for badly worn clothes. You tell Mrs. Berkeley what you would like to receive for the clothes and then, as soon as the garments are sold, a cheque is mailed to you, and you are ready to fare forth and buy again. Everything is done in a very businesslike, but friendly and sympathetic way, and the relief at getting rid of your wardrobe's white elephants is incalculable.

Wild and woolly



• If you sometimes wish you could take a journey back into "The Days of Real Sport," you'll be

as delighted as I was with the Rex Theatre, at 205 East Sixty-Seventh Street. Wednesday and Saturday evenings are the times to go for high entertainment—for then is when you get the prizes (—FREE—) and see the choicest examples of cinema art. Wednesdays, every guest of the Rex Theatre receives a piece of china on entering. (If you go every Wednesday for two years, you will probably have amassed a complete service for twelve.) A Wednesday or so ago, I went to get my berry dish—in a lovely "silhouette" pattern, it is. The movie was an English product, vintage of 1925, with short-skirted women and complete sound effects, completely unsynchronized. In it, the characters flitted gaily from Capri to London and back again, leaving the villainess alone and without the hero, as a fitting dénouement and to show that crime does not pay.

Not only are most of the pictures constructed on these superb lines, but the entire delighted audience applauds and cheers the hero and any Acts of Providence that intervene in the heroine's behalf. The villain, of course, is always roundly hissed and booed. Saturday evenings, in addition to the "Western" that is a regular Saturday feature, there is an auction on the stage. Everything from strings of sausages to be-oo-tiful lamp-shades. There are also thrilling Mystery Packages—one of which invariably yields a pair of glove-silk bloomers to some gentleman who unwittingly buys it. At which every one laughs loudly and claps a long time. There is—but if I tell the rest, I may spoil it for you. The only thing to do is to go to the Rex and have a good time there yourself.

Art for sale's sake

• Have you noticed in the last few years how your favourite cleansing cream, cough-drop, and cigarette have been appearing in new and ever newer garb? Have you noticed the increasing beauty of fountain pens and wrist-watches—both in shape and materials? Have you noticed that even such a prosaic textile as oilcloth has changed its shiny whiteness for silver and moire? And that book-bindings, even in the cheaper editions, are more and more attractive? Changes in fashions, furniture, and automobile bodies have dominated the scene for a long time,

but they are only part of a widespread introduction of design into industry. Manufacturers have come to realize that quality alone is not enough to assure success in this competitive world, and that the beauty of the article, or of its container, has its own vital part to play. So it seems that design has been making over the factory output—which is another way of saying that now that your automobile (or your hand lotion) is mechanically perfect, the attractiveness of its chassis (or its bottle) has become of first importance.

To show just what's been happening, there's to be an exhibit of "Art in Industry" during the month of April, in the R. C. A. building at Rockefeller Center. This is an exhibit that will mark the emergence of our national style—something heretofore undefined and amorphous—from the general mass of modernity of which we were made aware by the Chicago Century of Progress Exhibition. It may easily prove to be as inspirational for industrial design as the famous Paris Salon of 1925 has been to the field of decorative arts and crafts. Every article exhibited will be either produced or in the process of production (mass production, of course), including everything from percolators to perambulators and the textiles, woods, and metals, as they are used in new ways to add beauty to the article. American fashions by American designers will show how America is progressing in independent fashion creation.

Such an exhibition seems particularly significant. We are learning, as a nation, to be as concerned with beauty as we are with efficiency—because we have rediscovered for our own age that beauty is a major part of function.

Bar intime



• It was very clever of the Carlyle to bide their time before opening a bar. Now, having thoroughly looked over the situation both here and in Chicago (and they do say that out in the Second City there are several bars which outdo anything Gotham has to offer), the Carlyle has evolved a little rendezvous which is different from anything else. Because it adjoins that attractive dining-room which Mrs. George Draper and Joseph Mullen decorated when the hotel opened, the Carlyle bar has been carried out in the same effective colour scheme—powder-blue, red, and white. From the moment you look in the windows where there are magnums of champagne being "chilled" in a mass of ruby glass, you sense that inside something amusing is in store.

Joe Mullen, the decorator, has painted some engaging drinking scenes on the walls, has had red and blue glass fruit blown especially for the large urn back of the bar, and has done all sorts of unique tricks in the place. For instance, the

VOGUE COVERS THE TOWN

tables. The bases are in the shape of urns painted bright blue, and the tops are made of glass, on which fruit in conventional design has been painted in red and blue. The chairs, though small, have arms and are so comfortable you're likely to linger longer than you planned. Ruby metal paper plays a prominent part, and the conventional draperies, painted on the blue walls, are very arresting in dead-white outlined by borders of sapphire-blue metal paper.

The bar is one of the smallest in town. And that was clever, too—there's nothing less gay than a bar with only a few people scattered about it. But I predict the Carlyle's will usually have an overflow into the adjoining room. Even if it were not so attractive in itself, the fact that the neighbourhood (Madison at Seventy-Seventh Street) has been neglected so far as bars are concerned, should make this new one a *succès fou*.

West side



• Most of the restaurants and "hide-aways" you hear about seem to be East of Broadway. Now I would like to suggest a grand little place that is especially welcome when you're going to the theatre or Madison Square Garden, which is right around the

corner. It's over on Fifty-Second Street, between Eighth and Ninth Avenues (339 to be exact), and it's called Louis and Melanie. Owned and personally supervised by a delightful French couple, Monsieur and Madame Bidal, this intimate little restaurant has great charm, a charm partly due to the proprietors, for the place itself doesn't depend on *décor* or gadgets. They serve an excellent table d'hôte dinner for about \$1.50, and, the other night, these were the courses included: really good hors-d'œuvres, lobster thermidor, civet de lièvre (and you gourmets who appreciate hare cooked in white wine know what that means), salad, and baba au rhum. Believe it or not, this restaurant serves a luncheon (including an apéritif) for around seventy-five cents, and an excellent luncheon at that!

One of the greatest tributes I can pay Louis and Melanie is that, if I find I am to dine alone, I know of no place I would rather go. I sit in the bar, get off my terrible French to the long-suffering couple, and often stay after hours playing Jaquet. And, by the way, it's one of the few bars where Amer Picon is fixed the right way (Melanie never lets you take more than two). Though tucked away in this unfrequented neighbourhood, I have found there such celebrities as Maurice Chevalier, Gene Tunney, Edmund Lowe, and Claudette Colbert.

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PAQUIN

3 RUE DE LA PAIX

A pleated black satin cape, set on a yoke of dull silver paillettes, swings gracefully over this evening dress of lustrous black satin. And echoing the pleats of the cape is a pleated flounce that flares out at the edge of the long, sweeping train

FROM PARIS HOUSES



MURUT, PARIS

Taffeta and woollen—one of the smartest spring combinations—make this youthful suit. The black taffeta jacket has a peplum flaring at the sides and a fan-shaped jabot fastened by a daisy-shaped brooch. The skirt is of black wool, the hat of stitched taffeta

BRUYÈRE
4 RUE DE MONDOVI



HORST, PARIS

MAGGY ROUFF

14 AVE. DES CHAMPS-ÉLYSÉES

A wide pleated ruche forms an enchanting frame for the face, on this dinner-dress of navy-blue taffeta. And a similar ruche swishes at the hem of the skirt. The sleeves are short, and two enormous crescent clips are placed to accent the low décolletage.

FROM PARIS HOUSES



MOYNINGEN-HUENÉ, PARIS

Black wool, interwoven with gold threads, is the fabric of this dress. A collarette of petalled white handkerchief linen is encrusted at the neck-line in front. Black patent leather, a perfect highlight against the black wool, forms the belt and trims the pockets

JENNY
8 RUE ROYALE



P. A. P. REPO. PARIS

In a highly original manner, two colours—black and rosalba-corail—are combined in this dinner-dress of marocain crêpe, "307." The neck-line and the draped sleeves are flattering, and the inserted sash, ingeniously inserted in the bodice, crosses and ties in front

JODELLE
15 RUE ROYALE

FROM PARIS HOUSES



MARTIAL
ET

ARMAND
10 PLACE VENDÔME

The new alliance of tulle and taffeta gives a charming effect in this black evening dress, "Au Temps des Valses." The skirt and bodice flounces are of bias taffeta embroidered with floss. The strass-studded patent leather belt has a buckle in the same design as the clip



“Workroom Collection”

* * * * THINGS we need not say about Saks · Fifth · Avenue fashions are that they are smart and of high quality. Something that will be welcome news to countless women is that our workroom collection of ready to wear models is designed and made exclusively by us. We maintain a permanent staff of designers. Their work is original, authentic and exclusively our own. Their designs are carried out in our own workrooms. And not just a few models, but a constant stream of brilliant and acceptable designs!

*The Workroom Collection of Spring Fashions
is now being shown*

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New York , , , , Chicago

VOGUE

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SCHIAPARELLI SUIT AND HAT FROM MILGRIM, NEW YORK; I. MAGNIN, CALIFORNIA

SCHIAPARELLI HAS TAMED DOWN HER STORMY-WEATHER LINES. WITNESS THE SUIT WORN BY THE LADY ERICKSON DREW FOR THE COVER OF THIS ISSUE. IT'S A SUIT OF CLEAN-HEWN LINES: TRIM REVERS, NIPPED-IN WAIST-LINE, TRICK CLASP. AND ITS COLOUR COMBINATION IS EXCITING: BLACK AND A ROSE-RED SHADE CALLED "ROSE OF FRANCE." THE FABRIC IS A KNITTED ROUGH SILK. THE HAT IS OF WOOL, THE SCARF IS PART OF A BLOUSE OF PRINTED ALPACA. BOTH THE HAT AND THE SUIT FROM MILGRIM

THERE ARE THREE VOGUES AMERICAN, FRENCH & BRITISH MICHEL DE BRUNHOFF-EDITOR OF FRENCH VOGUE ALISON SETTLE-EDITOR OF BRITISH VOGUE

EDNA WOOLMAN CHASE — EDITOR-IN-CHIEF OF THE THREE VOGUES

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NUIT DE NOËL

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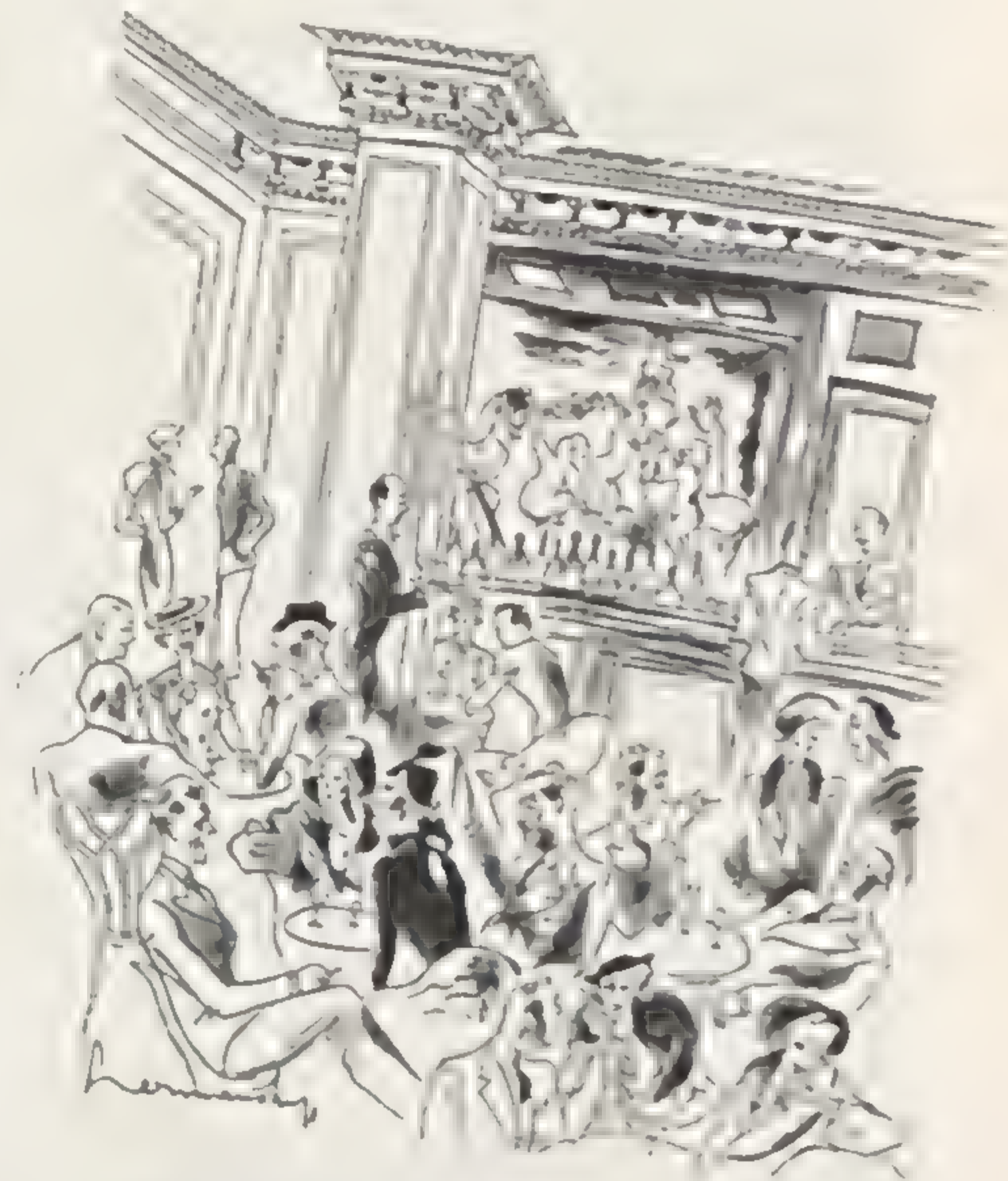


Vogue's

eye view of the mode

ALLOW us, through this tender union of cabbage and bunny, to wish you a Happy Easter. Next to purple eggs, yellow chicks, and freshly-scrubbed citizens walking under a pale spring sun, nothing is more redolent of Easter than a rabbit. We don't know why. It's one of those amiable fetishes without which life might be a trifle bleak. The Soviet doesn't approve of fetishes, but, if you read the leading article of this issue, you'll suspect them of weakening, generally.

- At the right is the New York seen through the eyes of a young Polish artist, Czermanski by name. Specifically, it was made on the opening day of the Men's Bar at the Ritz, when women were magnanimously admitted. This return to male privacy is interesting. We don't blame them. The chronic high chirping of the women who overrun the bars of the city must wear on the masculine nerves a bit. They like serious, quiet drinking now and then. On page 73, you'll get more slants on the rebirth of the New York hotels—this time with visual impressions by a French artist, Pagès.
- Appalling oversight! In our catalogue of Easter symptoms, we forgot the spring tailor. The first sun brings out thousands of them. They lunch at the Colony here, at the Ritz in London, at the Crémallière in Paris, where the two at the right were snapped. The first is from Creed—a strict brown-and-white tweed with a sharp back flare, a chamois gilet, and a Maria Guy hat. The second is Patou's "Matinal"—brown wool jacket, brown-and-beige skirt.
- There's no end to what you can do with hair. The Tibetan lady on the left, photographed by the explorer, Harrison Forman, has one hundred and eight braids; the Hungarian lasses below are content with one; while, on page 78, you'll see what we are destined for.





CECIL BEATON

VISCOUNTESS ADARE

Miss Nancy Yuille was married to Lord Adare in March at Palm Beach. She is the daughter of Mr. and Mrs. Thomas B. Yuille, of New York, and Lord Adare is the eldest son and heir of the Earl and Countess of Dunraven, of Adare Manor, County Limerick, and Dunraven Castle, Glamorganshire, South Wales.

ARE RUSSIANS WOMEN? BY ELSIE McEORMICK



A FEW weeks ago, the Soviet government awarded to the woman head of the state cosmetic trust that most prized and revered decoration, the Order of Lenin.

It was only a small news item, but behind it loomed the great truth that a woman's desire to dress up is stronger than all the engines of propaganda controlled by the largest nation in the world. So strong that a Soviet fashion magazine has been created whose first issue is about to burst upon a startled public.

In the first flush of triumph over the bourgeoisie, the heads of the Communist state declared that they were going to make over human nature. Among their special plans was the recreation of woman. There was to be no such nonsense as beauty aids, coquetry, or romantic love. Women were to be equal comrades of men, stripped of all mystery and allurements, and the measure of a girl's charm was to depend on some such factor as the number of railroad ties she could help lay in a day.

The women agreed at first. They began with a great national gesture of smashing their mirrors. Ardent young Communists considered that the ownership of a looking-glass was a sign of bourgeois tendencies and that a nose which didn't shine was practically counter-revolutionary.

Even at the beginning, however, the government must have entertained a little distrust of the tendencies of Eve. To remove possible temptation, it forbade the importation of fashion magazines and censored



moving-pictures showing the luxury of American life, films of Gloria Swanson in the days when she trailed marabou clouds of glory being considered especially dangerous to the feminine comrades.

Furthermore, it was hinted to prospective visitors that only the plainest clothes were appropriate to wear in a proletarian state. Many foreign women who appeared on the streets in fashionable attire reported that their dresses were surreptitiously slashed or spattered with ink. Of course, these little gestures might have been made by a few hot-headed proletarians acting on their own, but it happened so often that foreigners began to wonder if in each case the perpetrator really thought it up himself, with no help from the Gay-Pay-Oo. Anyway, these accidents prevented women from wearing clothes on the streets likely to inspire envy among the khaki-garbed Komssololkas.

Possibly, the Russian women began to notice that the men didn't, after all, pay their most ardent addresses to the girl who could lay the most railroad ties. However that might be, it soon became obvious that not all the obstacles set up by resourceful Commissars could permanently crush the feminine love of finery or prevent Russian women from looking with distaste at their dish-cloth blouses.

Among the unsettling factors were the women from the great cruise ships that began to put in at Leningrad. Whenever one arrived, a group of girls gathered at the dock to indulge in many-jointed Russian exclamations, as clothes from Fifth Avenue and the rue de la Paix walked down the gangplank. When the first women arrived wearing smart snake-skin shoes, they were followed by so many spellbound factory workers that it almost required the Red Army to escort the reptiles down the street.



The general feminine unrest was also contributed to by the wives of American engineers. One woman who appeared in a transparent blue rain-coat was so pawed by eager, calloused hands that she didn't wear it again. That was four or five years ago. Now the passion to be well-dressed has become so vociferous that the government no longer tries to exercise control. For one thing, it has become pretty thoroughly convinced that control is futile, and for another, it probably realizes that pictures of girls in frowsy clothes wheeling loads of cement is a form of propaganda not likely to make working women in other countries long for a Communist state.

When the girls on the collective farms demanded some more desirable reward than the joys of socialist competition, the government took its first important step in retreat by sending them cargoes of bright orange lipsticks. They spread over the steppes like a prairie fire, with the result that now, according to Maurice Hindus, even the ancient *babas* have their toothless smiles outlined in colour so vivid that it can be seen a *verst* away.

Another move in the government's retreat was the sending of a shipment of silk



bloomers to one of the large collectives. This happened to arrive at the same time as a number of tractors, and the girls, assuming that there must be some relationship between them, adopted a blouse, pink silk panties, and a brilliant Cupid's bow as the stylish costume to wear when driving a tractor over the rich black soil.

But not all the progress has been made in the villages. Alice Hughes, a fashion expert who has paid many visits to Russia, says that one would hardly recognize in the rouged, marcel-waved, and long-skirted young woman of Moscow the girl who used to believe that a man's cap and a short khaki dress was the decent costume for a devout Communist.

Women who piously broke their mirrors in the early days of the Revolution now stand in long queues before the numerous beauty shops, waiting their turn to have their hair washed in cold water with highly alkaline soap and done in marcel waves. The girls are especially happy if they can get a wave frizzy enough to pass muster in a Congo kraal. Beauty experts are also kept busy applying peroxide to the hair of women who desire to be preferred.

The feminine comrades have also discovered the manicure. Now, according to Miss Hughes, there are more bright red finger-nails in Moscow than one would be likely to find in New York.

In the matter of clothes, there has been a vast change since the day when the government set out to destroy what it called "the wretched psychosis of fashion." Cherishing the hope of designing costumes that would remain fixed from year to year, the dress bureau offered frocks that were supposed to meet every purpose for all time.





In preparing these models, they considered nothing as bourgeois as becomingness or alluring lines; instead, every dress was tested out to see how efficiently it would serve its wearer in reaching for gadgets on a factory belt or throwing switches at a railway cross-roads.

But dresses designed from engineers' blue-prints no longer satisfy the gilded proletarian youth. Writing in the official organ of the Young Communists, a girl recently told of her quest for "a stylish coat with a belt," and complained because she couldn't find one in the government stores. The official fashion bureau is hastily revising its models, but it hasn't caught up yet with the demands of its clientele.

Feminine Russia wore knee-length dresses for years, on account of the textile shortage. Last summer, when textiles became more plentiful, frocks suddenly fell to the ankles. Moscow's factories, street-cars, and concert halls were full of girls in trailing gowns, trying to adapt their proletarian stride to the more ladylike demands of the increased dry-goods. A girl who could secure a long dress made of sleazy

black satin and topped with a little neck-piece of cat fur was as happy as if she had just been awarded the Order of Lenin.

It is true that many of these almost fashionably dressed women completed their costume with bedroom slippers. That, however, is not necessarily a distress sign, for even before the Revolution, many of the petty bourgeoisie considered bedroom slippers chic for summer street wear.

In the early days of the U.S.S.R., a hat figured so prominently as a symbol of the hated upper classes that a woman wearing one was likely to be hissed out of the bread-line. The first change in this attitude appeared when young American tourists introduced the beret, a style that was followed last summer by hats with crowns eight inches high and the feather and flower decorations popular here in 1910. A woman deprived of hats for years seems to require a great deal of millinery to make up for her loss.

The department stores that were dirty, confused caverns a few years ago have taken the boards from their display windows, (Continued on page 118)





MOLYNEUX (SAKS-FIFTH AVENUE) • MOLYNEUX (SADA SACKS)

HUGE HATS, LONG SUITS

For restaurant dining—a gigantic dinner-hat and long suit—like the one farthest left, with its black crêpe kimono jacket and skirt, blue-and-white blouse, blue obi-sash, and ostrich-trimmed hat

Another big hat with coolie influence—this time of black milan straw (from Saks-Fifth Avenue), worn with the second suit opposite, of black-and-white printed crêpe, with Korean poppies and pleating

And at the right—the perfect course for a restaurant dinner. It's a black cross-barred tulle dress that passes for a suit with its long sleeves and double folds of tulle. Maria Guy's hat is of tulle, too



MARCEL ROCHAS



Back comes the tricorne—in the Directoire wave sweeping over Paris • Maria Guy binds one of blue felt with grey grosgrain (Jay-Thorpe, New York; Bullock's-Wilshire, Los Angeles) • Marcel Rochas wool dress



A square deal in hats, also Directoire in feeling • Reboux made this one of black semi-rough straw (Hattie Carnegie, New York; I. Magnin, California) and the white jacquard satin waistcoat-scarf, with a shell dip



JESSIE FRANKLIN TURNER • BONWIT TELLER

CECIL BEATON

**The Misses Welldon
and the
Countess di Zoppola**

• Over a tile-pink satin slip, Miss Angelica Welldon (opposite page) wears a cape and train in Chinese yellow and black, and the devastating result is a tea-gown that is practically an evening gown; Jessie Franklin Turner • Watermelon-pink taffeta over pale blue chiffon combine in the tea-gown worn by Miss Janet Welldon (opposite page). The ruffles cascade into a train; Bonwit Teller. Marcus jewels

• As sculptured and flowing in line as a Greek column is the Molyneux evening gown worn by the Countess Edith di Zoppola (right). Crinkly crêpe, in a beautiful shade of pale yellow, breaks into a train low in the back. The strong accent of brown georgette on the sash is perfectly balanced by the pointed cape; Frances Clyne. The jewels are from Black, Starr and Frost-Gorham. The décor is by Lavezzo



MOLYNEUX (FRANCES CLYNE)



VIONNET'S PRIMAVERA

The genius of Vionnet, the fragile grace of Mary Taylor, and the painter's imagination of Cecil Beaton have created on these two pages our own primavera: ethereal, exquisitely young. The enveloping evening wrap at the left is of supple black taffeta, fitting snugly at the waist-line and widening into charming, circular fullness at the hem. The sleeves are short and very full, the collar hangs ingeniously down the back

The evening dress on the opposite page is enchantingly youthful in its rosy pink satin, its deftly manipulated puff sleeves, and its flaring skirt. The extraordinary quality of both gown and wrap is that they endow with youth, but they do not demand it of their wearers. Eighteen and thirty-five would be equally radiant in them. Jay-Thorpe has these Vionnet creations. Jewels from Black, Starr and Frost-Gorham

VIONNET (JAY-THORPE)



CECIL BEATON

VONNET LAYTHORPE

La Belle Couture

by Maddy Vegtel



WE ALL have our pet desires in life. For years, one of mine has been: (1) to be asked by admiring and envious females where I buy my clothes; (2) to answer this question with a nonchalant, "Oh! I always go to Worth. My mother and grandmother always got their things there, and I have never bothered to change!"

Alas, I have had my *couturières*, but quantity, I fear, does not make up for quality.

Only once can I remember sallying forth wearing a garment which came from a class *maison*. This garment was a sealskin jacket. I wore it, over a navy-blue serge frock, to go to tea in at "Royal," that delightful and so well-known restaurant at The Hague, Holland. The jacket belonged to my mother. She had bought it the year before I was born. When I wore it, I was twenty-one years old, and I was told not to bend my arms in it.

I first became clothes conscious, I suppose, when I was three years old, for I well remember how pleased I was with my dress-up frocks of that period. They came from England; were made of washable white silk; and were liberally trimmed with flounces edged with Valenciennes lace. They fell straight down from the neck-line to a few inches above the knees and, except for the long sleeves, were not very different from little girls' dresses of 1934.

Next, I remember the pastel flannel, and flowered, dotted, or checked "delaine" (*mousseline de laine*) frocks of winter-time; the zephyr, linen, and poplin ones of summer made by my English nursery-governess, Miss Florence. She sewed beautifully and, what was more important, had taste. But she had a veritable passion for cross-stitch, buttons, and scallops. From my seventh till my twelfth year, I doubt if I ever wore a frock that did not have either an elaborate design in cross-stitch across the chest, countless little buttons (usually covered with the same material as the frock was made of) running from neck to bottom at the front and sides, and from neck to waist at the back, or scalloped at sleeves and hem. I remember perfectly a brown linen frock that had one hundred and twelve buttons on it and weighed pounds. I wonder, now,



why my mother did not try to direct Miss Florence's passion in other channels!

Miss Florence left us. The War broke out, and, for several years, I wore the plain, badly fitting, ready-made clothes (chiefly blouses and skirts) which were considered the proper attire for a girl at a Dutch boarding-school. For several years, my parents had no fixed domicile and having a regular dressmaker was out of the question.

But, after the War was over, they settled down in the country. I came home, and for a while we had a weekly *naaister*, a sewing girl. She arrived every Thursday, on her bicycle, at nine o'clock in the morning. She was installed, heaven knows why, in the bathroom. Here she remained until five in the afternoon. At eleven o'clock, she had her morning cup of coffee; at one, her lunch; at three-thirty, her tea. She came, supposedly, to make my mother and myself elegant frocks, but most of her time was spent in changing old coats and tweed suits into house dresses, suitable for a large country house chiefly heated by oil stoves, and in mending and darning. Occasionally, however, she embarked on an entirely new venture. The day this happened was an occasion. My mother would come to the bathroom, a magazine, pattern, and material under her arm, and an hour's conversation would follow. I was then called, told to stand still, and measured. I remember well the frock that was undoubtedly the acme in our *naaister's* career, for it was one taken right out of "Vogue." As we all considered "Vogue" a little too-too, however; we calmed down the devastating chic of the garment by leaving out some of the original touches and adding a few from a frock out of another magazine. The dress was of dark blue cheviot, and it had a white silk piqué collar and front piece, about five inches wide, which ran all the way to the bottom. This front piece was trimmed with rows of little pearl buttons. A black patent (Continued on page 114)

• ON THE OPPOSITE PAGE, you see Mainbocher's interpretation of the spirited, breeze-blown silhouette—a dress of gingham-checked organdie that floats airily out in front like a ballet-dancer's skirt and that is charmingly young and fresh. The bracelets of rubies and diamonds worn with it are from Mauboussin, and the frame enclosing the flower background is from Serge Roche



ROYAL LUTHER-HUENÉ, PARIS

SKIRT FULNESS FLOATS FORWARD ON MAINBOCHER'S GINGHAM-CHECKED ORGANDIE EVENING DRESS; MILGRIM



Bore Constrictors

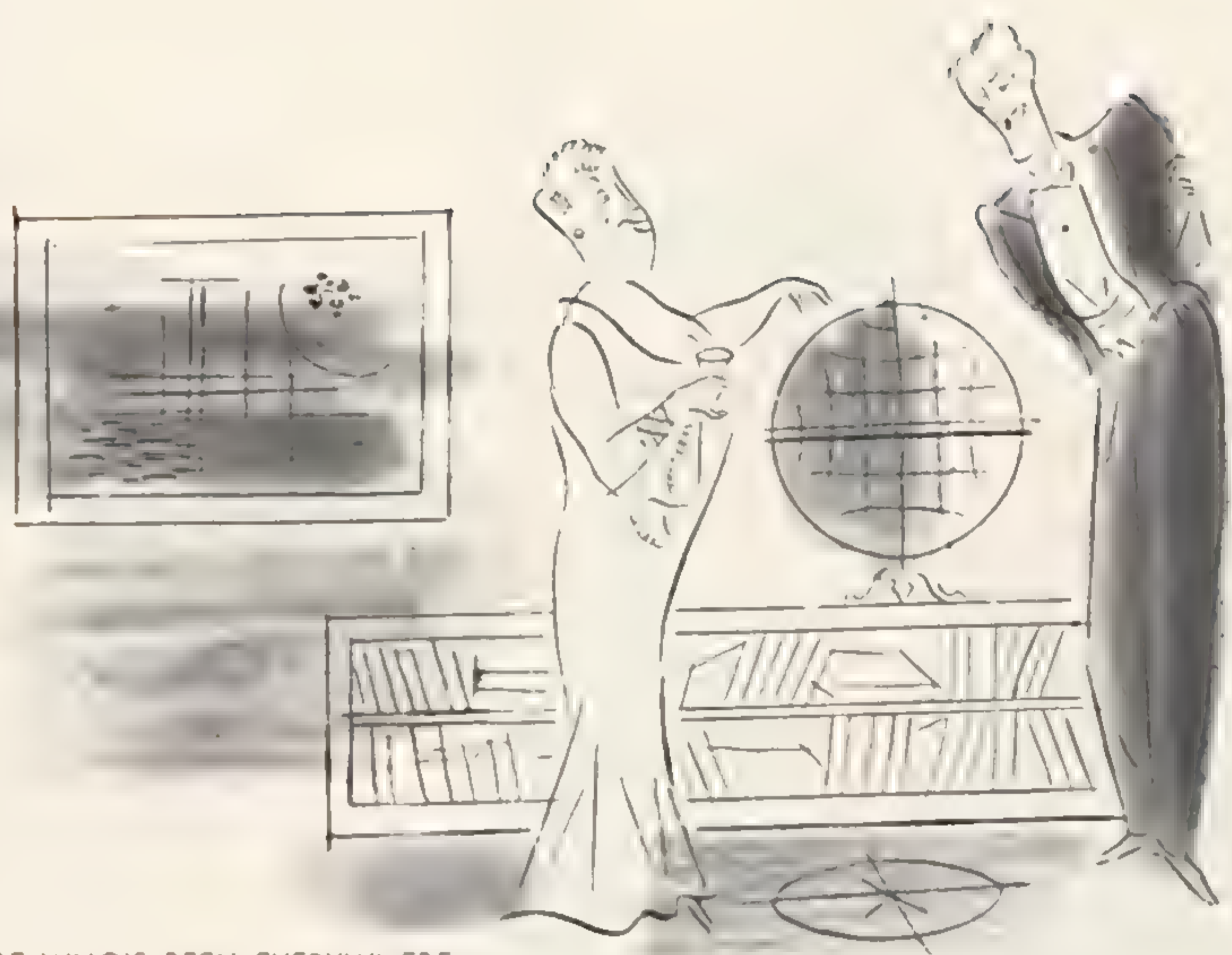
by Clare Boothe Luce



THE DIET BORE

SCIENCE is a fine thing. Science has done away with all sorts of painful things, so that it is now an easy and nice matter to live from day to day without getting a whole string of diseases that were quite familiar and unavoidable to your old grandmother. Science is quite obliging and progressive, and you get lovely modern conveniences like air-flow automobiles and air-conditioning and indirect lighting and super-plumbing and transoceanic planes and television. It's quite a nice, brightening world now. The depression has lifted, you've got a Roosevelt dollar, Repeal, the AAA, the CCC, and PWA, the NRA, the CWA, the HOL, the RFC, the handsome Mr. Tugwell, five hits on Broadway, a seven-billion deficit, Katharine Hepburn, a couple of nice wars on the horizon, Father Coughlin, and VOGUE coming to your door twice a month full of all the advance fashion news from Paris (France). So there is no excuse for you're not being healthy, comfortable, conversationally supplied, and extraordinarily fashionable when you go out in Society.

Then what's the matter? Why isn't it all perfect? This is the matter: neither Time nor Tide nor Science nor Mr. Roosevelt has found a way of doing away with bores. When you go out in Society, you find that Society is still teeming with them, just as it was before Hoover, before Lincoln, before Christopher Colomb, and B.C. Styles in bores change, just as styles in hats or automobiles or finger-nails change, but no matter if it's a pre-war or a boom-time or



THE BORE WHO'S BEEN EVERYWHERE

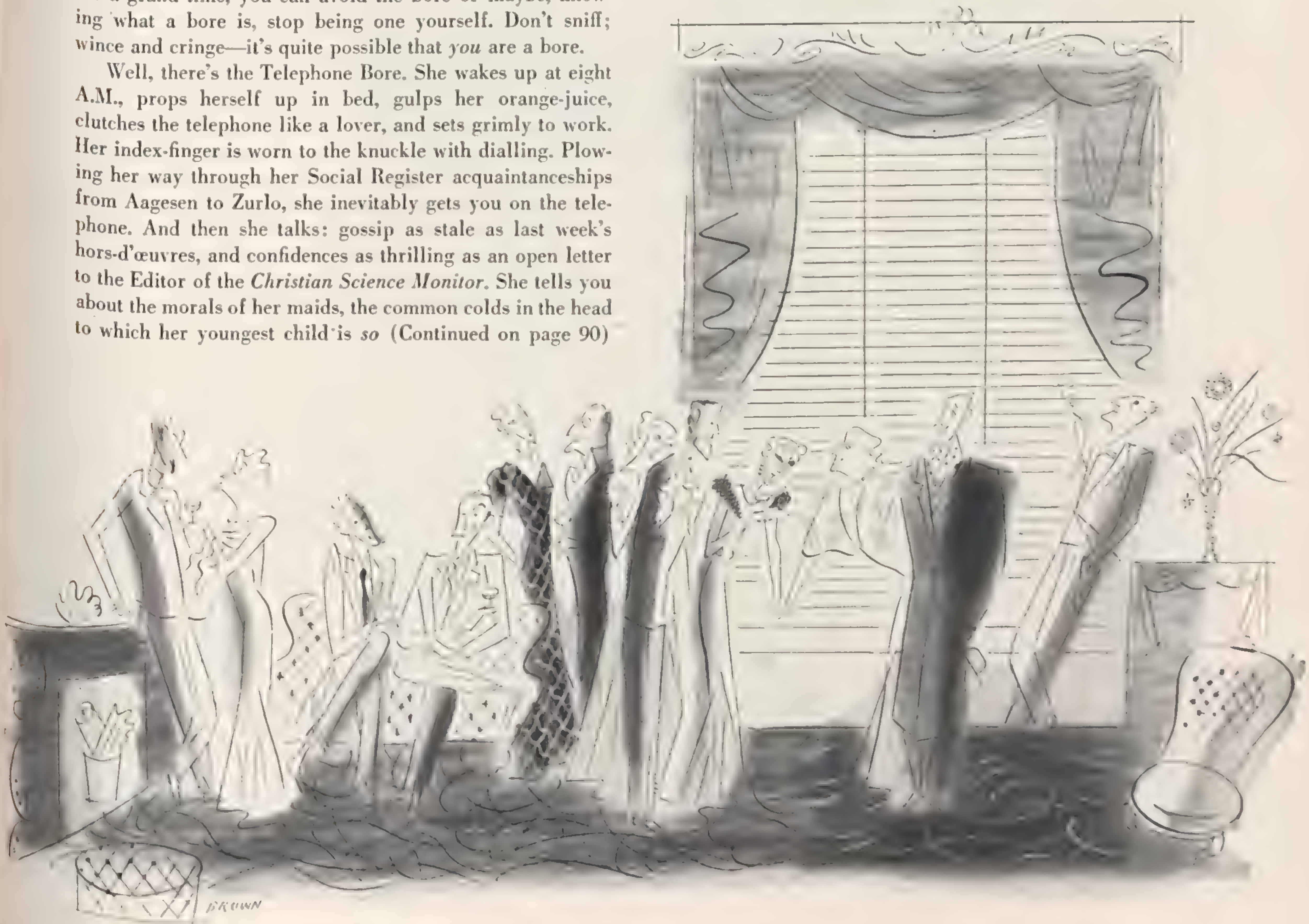
a stream-line bore, to paraphrase Gertrude Stein's rose, a bore is a bore is a bore.

Yes, it's a pity that Mr. Roosevelt, instead of making the farmer to plow under every third acre, doesn't pass a law to plow under every third bore. That would be the millennium and is, of course, unthinkable. Then what can we do? We (I am now identifying myself with that great and anonymous spirit of fashion: *VOCUE*) can tell you what a 1934 bore is so that, when you do go out in Society all bedizened for a grand time, you can avoid the bore or maybe, knowing what a bore is, stop being one yourself. Don't sniff; wince and cringe—it's quite possible that *you* are a bore.

Well, there's the Telephone Bore. She wakes up at eight A.M., props herself up in bed, gulps her orange-juice, clutches the telephone like a lover, and sets grimly to work. Her index-finger is worn to the knuckle with dialling. Plowing her way through her Social Register acquaintanceships from Aagesen to Zurlo, she inevitably gets you on the telephone. And then she talks: gossip as stale as last week's hors-d'œuvres, and confidences as thrilling as an open letter to the Editor of the *Christian Science Monitor*. She tells you about the morals of her maids, the common colds in the head to which her youngest child is so (Continued on page 90)



THE SHOPPING BORE





Tulle capes and flounced sleeves

MOLYNEUX uses clouds of tulle in a cape that floats vaporously over the print dress at the left. The roses of the print have been cut out and appliquéd half-way down the plain black crêpe that forms the lower section of the skirt—giving the Japanese-border effect that created a stir at Molyneux's Opening; Stein and Blaine

AUGUSTABERNARD has two new silhouettes (shown on the opposite page)—the first model of taffeta, with flounces that look like sleeves. The dress fits the body closely, then sweeps out magnificently in back; from Bergdorf Goodman. The other dress is a figure-moulding sheath of satin, superimposed with yards of tulle, gathered below a crescent, derrière yoke; from Bendel





BARONOVA PIROUETTING AGAINST A DUFY DROP IN "BEACH"

PHOTOGRAPHS BY BEMIE LONSE



"LE BEAU DANUBE," AS CONCEIVED BY THE MONTE CARLO BALLET Russe

Renaissance

NO need to tell you more about the brilliant world above and at the left: that magic fusion of the senses where, to the tremor of music and against the painter's vision, human muscles tighten and leap in patterns of beauty. But who are these children at the right? They are, presumably, the American Karsavinas and Toumanovas of the future: fourteen-year-olds whom Balanchine, dance-creator of the finest Russian ballets, is training in a loft on Madison Avenue. On page 108, you can read about them; where they come from, what they look like, how they work. And how a group of young men are fighting for a ballet which will be America's own, irradiating this country as Diaghilev's did the whole of Europe for a quarter century.



PUPILS OF THE SCHOOL OF THE AMERICAN BALLET



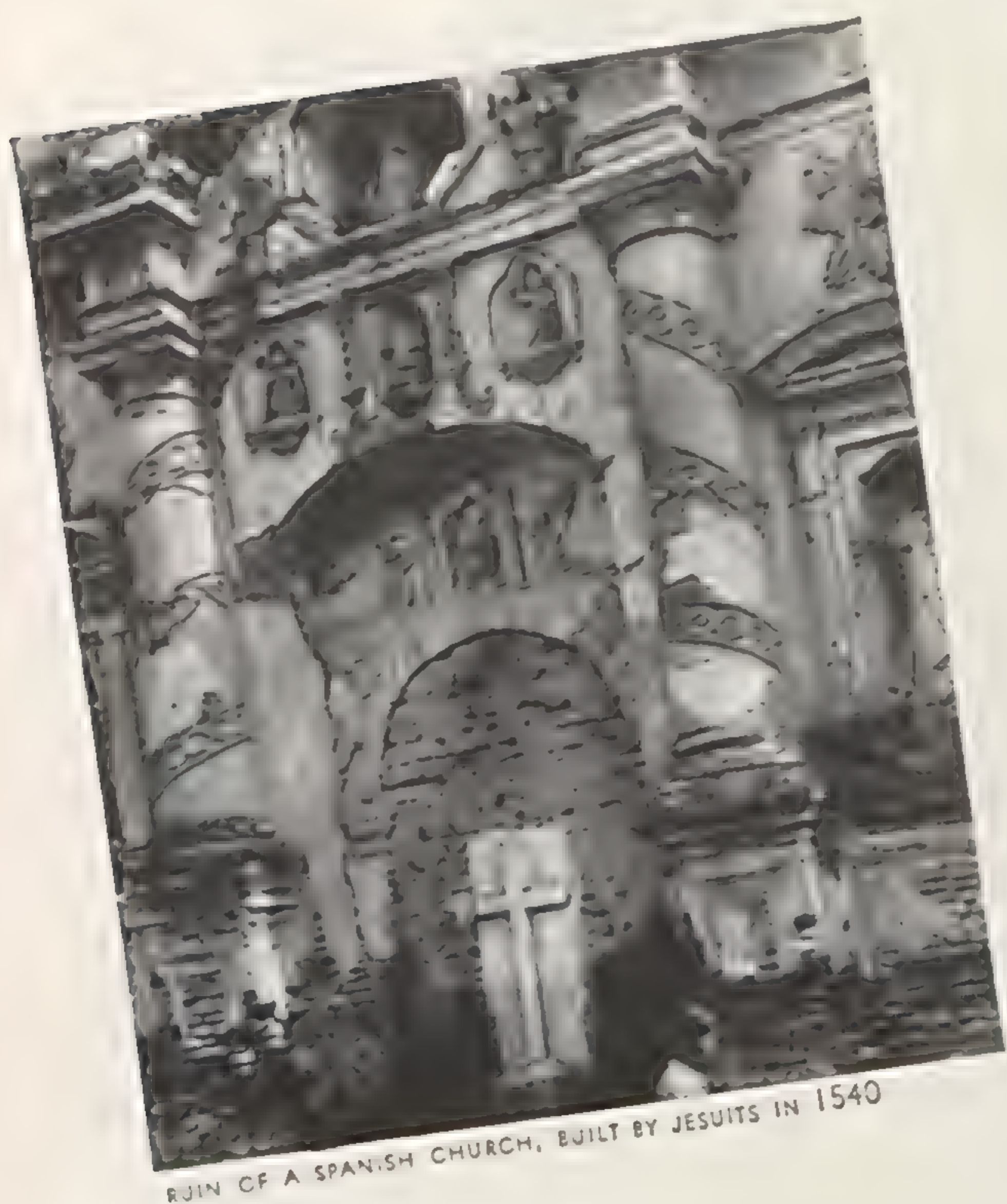
Schiaparelli's bird silhouette flies in—in three spring suits • One with wing-revers and a tiny tail-wing, of blue jersey (Best) • One of grey woollen with a cotton bow-blouse • One of linen-like wool in canary-yellow (from Best)



Two Patou triumphs • Look in the mirror to see the dramatic volants flying at the back of the primly buttoned velvet jacket, over a satin dress (Bergdorf Goodman) • The cape tops a satin dress with hip volants (Wanamaker)

Antigua

by Karl K. Kitchen



ANTIGUA, WITH MOUNT AGUA IN THE DISTANCE, BEARS SCARS OF THE EARTHQUAKE OF 1773

WHEN I examined the tall, long-necked bottle that the *mozo de café* had placed on my table and discovered that it was Schloss Johannisberg Auslese 1921, I decided to remain in Antigua for at least a week. I had experienced a series of surprises during my first day in this ancient capital of the Spanish Captain Generals, but this one was the deciding factor in extending my visit.

Schloss Johannisberger 1921 served by a barefooted Indian in a little one-storey hotel in the heart of Central America! Yet, as I discovered later, it is only one of many thrills that may be encountered in this former capital of Guatemala. For this sixteenth-century city, which was destroyed by an earthquake in 1773, after nearly two hundred and fifty years of prosperous existence, offers a succession of amazing paradoxes.

Here is a city in ruins which still has several thousand inhabitants. Here are ornate churches and deserted palaces flanking wide plazas lighted by electricity in the heart of a Central American jungle. On every side, the finest

examples of Spanish Colonial architecture are to be found. Yet this neglected winter playground—Guatemala is a tropical Switzerland—is accessible in a minimum of time with a maximum of comfort. And with a winter climate that is neither oppressively warm by day nor uncomfortably cool by night.

Returning to the Hotel Manchén, the little hostelry run by a German couple on the outskirts of the town where I made my home, one evening I found a letter forwarded from Guatemala City that had been mailed in New York but four days previously. Travellers by air arrive there and motor the twenty-seven miles that separate the ancient from the modern capital of this, the largest and most progressive of the Central American republics. And from San José, the Pacific seaport of Guatemala, where the new Grace liners touch once a week in both directions, it is but a three-hour rail and motor journey. Or, on the Atlantic side, one can go by the Great White Fleet to Puerto Barrios and on by rail and motor to Guatemala City.



ARNOLD GENTHE



AN OLD ARCHWAY IN THE CITY OF ANTIGUA



QUICHÉ INDIANS CARRYING GOURDS FOR WATER

I had spent two days and nights at the Manchen before I discovered that Aldous Huxley was living there. Like many others, the famous British novelist had come to Antigua to spend a day and remained a month, making it his headquarters to visit the Indian cities in the highlands and to browse around among the Quiché and Mayan ruins that dot this part of the world. For the remains of three distinct civilizations are to be found here. However, it is the ruins of the Spanish Colonial days that will repay the traveller for the time and financial outlay of his visit.

Before the beginning of the nineteenth century, Guatemala was a Spanish province that extended from Mexico to Panama, and Antigua, its capital, boasted of more than eighty thousand inhabitants. A few of the churches, the Palace of the Spanish Captain Generals, and the University of San Carlos Borromeo have been restored (the university is actually functioning); but the majority of the old palaces, monasteries, and convents are practically overgrown by the luxuriant (Continued on page 96)

Hunches in Hats

EVERY business breeds its own mania. You most certainly must know by now what our particular pet complex is—Sources. We can't seem to look at anything without having it remind us of something else. "Ha!" we scream on seeing a little flat hat, "Spanish priest!" Or "Ho," on spying a new brass bracelet, "Ubangi!" Well, it just so happens that the new spring hats are meat for our madness. They all suggest something—firemen, Dutch girls, little boys. So we went on a rampage of similes, and here they are—not half so far-fetched as you might think, and pretty good proofs that we aren't completely deluded. Anyway, humour us. It got a lot out of our system, and we feel better now!



THE 1890 SAILOR PLAYS A RETURN ENGAGEMENT—MOLYNEUX'S ROUGH STRAW SAILOR IN YELLOW (LILLY DACHÉ) IS WORN WITH MRS. FARLEY'S HAND-KNIT DRESS



TALBOT'S VEILED AND GLAMOROUS HEAD-DRESS HAT OF BRAIDED MOUSSELINE HAS THE CHARM AND DIGNITY OF A RUSSIAN IKON. IT'S TO BE HAD FROM LILLY DACHÉ



SHINING AND SHAPED LIKE A FIREMAN'S HELMET IS ALICE ROHRER'S BLACK PATENT LEATHER HAT. THE PAISLEY GLOVES AND SCARF ARE FROM JOHN-FREDERICKS



THE NAPOLEON HAT OF BLACK FELT, RED-AND-WHITE COCKADE, AND ALL (JOHN-FREDERICS) IS PERFECT WITH THE HIGH-COLLARED NECK ON ROSE AMADO'S DRESS



PATOU'S PINK ALPACA HAT WITH NAVY RIBBONS REMINDS US OF CHARLOTTE COR-DAY'S MOB CAP; MADAME PAULINE. NAVY SUIT, PINK ALPACA REVERS; SADA SACKS



WITH ITS BONNET BACK AND WING SIDES, TALBOT'S BLACK FAILLE HAT IS CUT LIKE A DUTCH CAP. LATER, IT'LL BE SEEN IN WHITE PIQUÉ; BERGDORF GOODMAN



HOOP-LA—THE CHILD'S SAILOR HAS GROWN UP. MRS. CLENDENIN RYAN, JUNIOR WEARS MOLYNEUX'S NAVY TAFFETA SAILOR PUSHED FAR BACK; BONWIT TELLER



TOELESS SANDAL



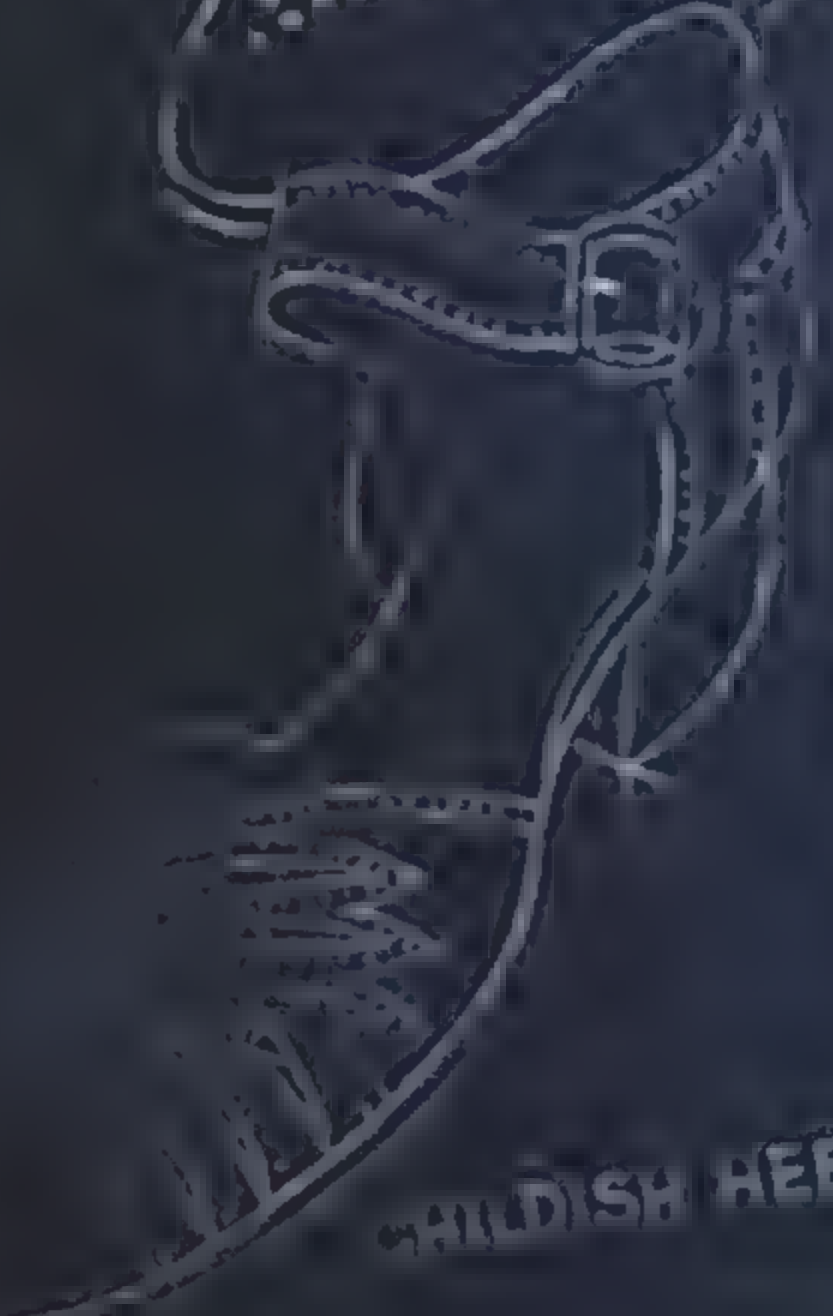
MEXICAN BANDS



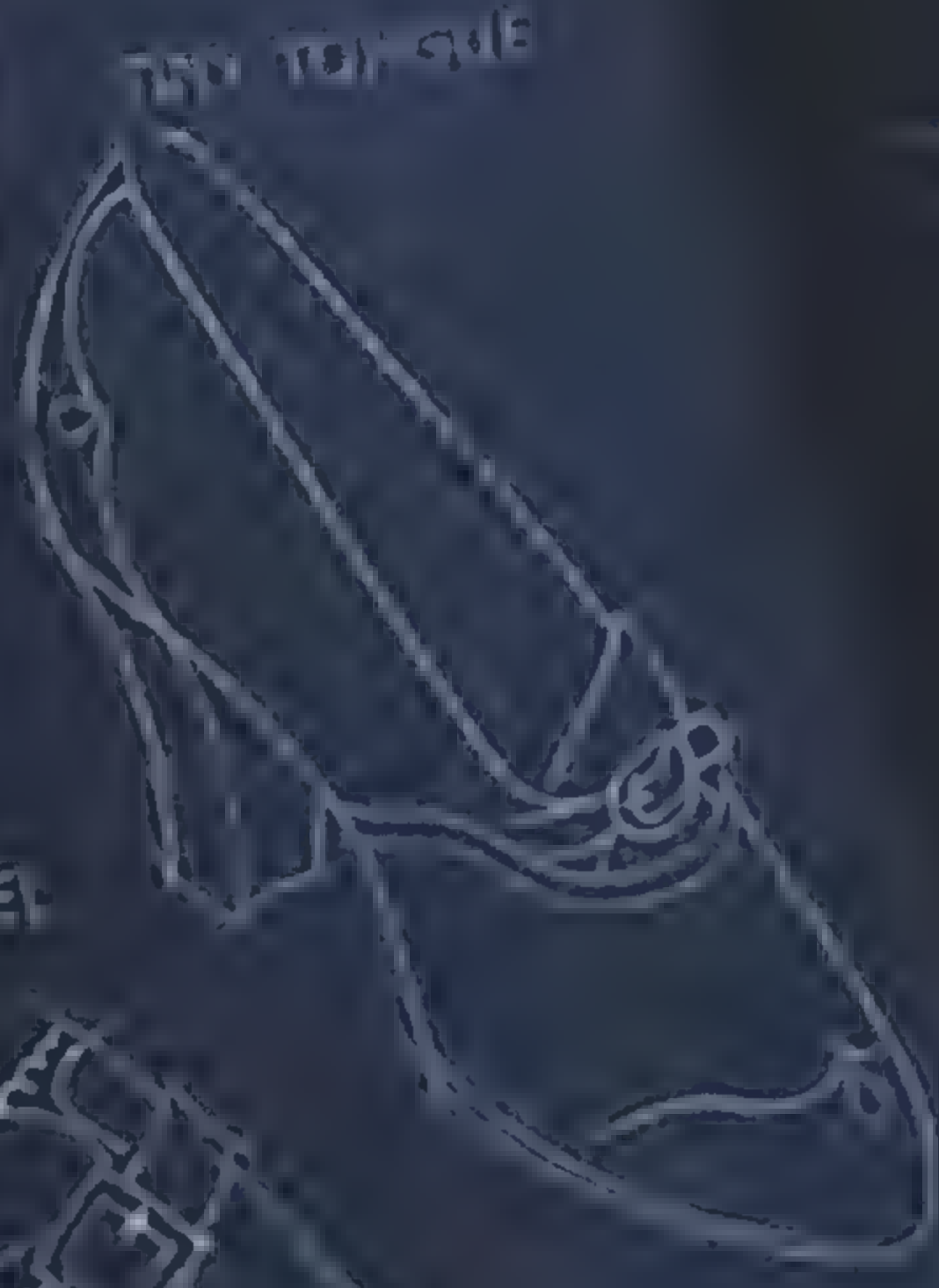
KID STRIPES



ONE-EYELED



CHILDISH HEEL



TINY TONGUE



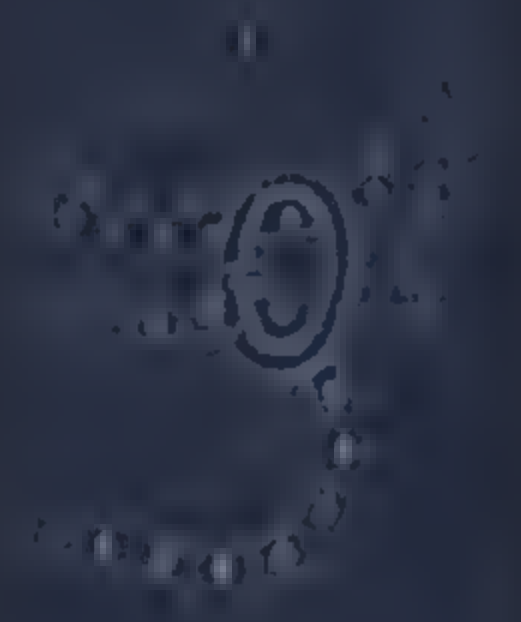
TYROLIAN



BY VARIO



MODERN PONY



NEW SHOE PRINTS

A TOELESS SANDAL steps out for the evening in white satin piped with gold or silver kid; Saks-Fifth Avenue-Delman MEXICAN BANDS, wide and handsomely embroidered, are a bold new note for evening sandals, "Kari"; from Saks-Fifth Avenue-Delman

KID STRIPES band together for chic on Nancy Haggerty's white crêpe dyable evening pump

AN ANKLET strap flatters and fastens this evening sandal of satin and kid; from Saks-Fifth Avenue

ONE EYELET and punch work distinguish Laird Schober's new golf shoe; Altman A CHILDISH HEEL and a braided toe are Nancy Haggerty's newest combination for sports shoes. In brown-and-white

A TINY TONGUE is very smart behind the buckle of Walk-Over's brown-and-white spectator pump, a Schiaparelli selection

A TYROLIAN walking shoe was the inspiration for Arnold's leather sports shoe; Best NEW LACING—see how it climbs right up your instep—on E. P. Reed's white buck sports shoe, "Oak Hill"; Stern's

A LEATHER BOW is the chic finish to the instep leather lacing; of calf; "La Touquet" from Delman

A WIDE STRAP fastens this brown leather street shoe; I. Miller

THREE EYELETS make this Foot Saver Oxford, "Erte," a leading exponent of the lacing school. Of navy-blue calf and a new kid;

The Foot Saver Shop

PUNCHED TRIANGLES trim this brown calf pump from Bonwit Teller

A DIAGONAL STRAP fastens

Walk-Over's brown

stitched leather street pump, "Lolane,"

A TOE BUCKLE, on a patent leather and calf pump, "Tira," by Palter and Deliso; Best

PUNCH WORK—one of the season's loves—trims this navy-blue Vitality pump.





Sporting Points

GIVE a look at the mannish (but not too mannish) sports clothes hard by. Their lines are straight, firm, and simple. Their tweeds are rugged with individualism. What makes them feminine at all? The new way the materials are handled. And the colours.

Colour in the country. That's our motto. Colours that are subtle. Dark blue with light blue and red. Deep grey with dusty, faded, pastel pink or blue. Grey and dull orange. Grey, white, and red. Deep red with turquoise and rust. And yellow: yellow is one of the smartest of country colours.

Country suits are full of personality. They have jackets with loose flared pleats in their backs. They have jackets with short high lapels. They have shortish separate capes to wear with their skirts. They have skirts with backs full of box pleats. They have coats and jackets with tightly belted backs. Best's camel's-hair jacket has a collegiate-looking belt in the back. Best also has a new gentlemen's tailor who is making some equally collegiate-looking suits.

Blouses are simple. Their materials run through the list of tie silks, cottons, knits, linens in bright colours, gauze linens in plaids. There are shirts with round collars. Tilly Trois makes some that are hand-knit in stripes like a man's shirt. Peck and Peck have a new white suède shirt—like a polo shirt—to be worn tucked in or pulled over your skirt.

Wool tweeds—the standard brands—have been augmented by linens. Rodier has a flax material, with a herring-bone chevron pattern, that looks like men's coat tweed. Tweeds are used in combinations—plain with plaid or check—with knit material, with cotton, with linen, with jersey, with leather. Saks-Fifth Avenue are doing things with suits and dresses of Scotch flannel, and linens in Scotch plaids.

- Opposite page; a cape-coat for town or country, made of Shetland tweed in red, brown, and white; from Peck and Peck
- Citron colour and grey in a smart geometric design are combined in a hand-knit two-piece dress; from Mrs. Franklin, Inc.
- A spring golf dress of Irish linen with loose under-sleeves for coolness; from Altman, New York; Marshall Field, Chicago
- Plaid jacket; tweed skirt; from Best; Marshall Field, Chicago

- At the right; three major sporting events from Best. A white tweed top-coat cross-banded in brown, excellent for early spring and summer. It is made with good raglan shoulders
- A new chamois jacket designed by Charlie James, which features wide, soft revers and deeply-cut notches; Best
- A sports handkerchief of rough white silk, worn à la Gaucho, with a fleur-de-lis and your own name embroidered on it; Best





HOYNINGER-NUENÉ, PARIS

SCHIAPARELLI'S DIRECTOIRE SUIT—TAFFETA JACKET, TREEBARK CRÊPE DRESS, AND CELLOPHANE SCARF (FROM SAKS-FIFTH AVENUE)



HOYNINGEN-HUENÉ, PARIS

FLIPPANT SUITS

YOU have heard it so many springs—that it's a suit year. You're hearing it again this spring, but more insistently and imperiously than ever before. For this year, with practically every costume taking on the form of some type of suit, there's a suit for every occasion and for every woman.

The models shown on these pages are outstanding examples of the dressmaker type. On the opposite page is Schiaparelli's expression of the Directoire spirit; in her crocheted silk tricorné, cravat, taffeta jacket, swathed neck, and all. In the photograph above, is still another Schiaparelli triumph—this one with the shortest of jackets and a white linen blouse with a lace-edged jabot. Or the dressmaker

suit may have a loose, mandarin-style jacket, a three-quarters jacket hanging full and swaggering, or be a short-jacketed woollen suit with a jaunty peplum.

Then, there's the suit ensemble with its three-quarters fitted coat worn over a dress. With this type, the smart rule to follow is light coat, dark dress; dark coat, light dress. As for the classic tailleur, it has never been smarter. Its newness lies not only in the fabrics, but in the ingenious jacket treatment. Chanel puts a belt in back, slips it through slits at the sides, and clasps it in front so that the jacket-fronts may hang free or button over the belt. O'Rossen and Creed stress suits with jackets and skirts different in colour and fabric.

- Schiaparelli puts a tail-wing on the skirt and Regency revers on the abbreviated jacket of her blue woollen suit, "Number 20" (shown above), and adds a crisp white linen blouse with a lace-edged jabot to make an outfit as new and fresh as spring itself: suit from Hattie Carnegie. Worn with it is Schiaparelli's crocheted beak hat, "Tarte," and a pleated blue calfskin bag



FROCKS FROM MADAME FRANCES, INC., AND JOSEPH • HATS FROM SAKS-FIFTH AVENUE

CHIC-ABOUT-TOWN

MERRILY we roll along to luncheon and a matinée, to dinner and the theatre, serenely cushioned and ready to face the soft spring air. Mrs. Henry Schniewind and Miss Elizabeth Blair, above, have just had a leisurely, sherry-preceded lunch and are on their way to see "Dods-worth." Mrs. Schniewind wears a heavy crêpe frock printed in red, black, and white. It has a high, rolled, lopsided col-lar, cascading into a soft jabot at one side, and three-quar-ters sleeves trimmed with soft loops of the material. Her hat, rolled up on one side, is of folded taffeta. Miss Blair is equally crisp in a dress of navy-blue wool with a startling one-sided jabot (you can't down the jabot) of em-broidered white piqué. Her Louise Bourbon hat, of navy-blue straw, has a brim that dips in front in an entirely new way and is faced underneath with white piqué, which is still about the freshest thing you can look at.

On the opposite page, we see Miss Marion Morehouse and her escort, who have just been to the Ritz Bar and are en route to the theatre to see "The Shining Hour." Miss Morehouse is wearing a spring edition of the dinner-suit—a costume that is seen increasingly at the smartest places and on the smartest women. This particular dinner-suit has a short jacket of crisp white organdie—simply loaded with tucks. It is double-breasted and fastened snugly with two huge buttons. Underneath the jacket, there is an evening dress of navy-blue crêpe. It has a square neck-line banded in white organdie—also tucked—and a large spring-minded bow—also of organdie. The cleverness of the whole outfit is in the way it combines wide-eyed simplicity with a definite, if subtle, allure. The jewellery is from Marcus; the shoes from Delman. The auto-mobile body on both pages was custom-built by Chrysler.



STEICHEN

ENSEMBLE FROM ROSE AMADO, NEW YORK; MARSHALL FIELD, CHICAGO

Vogue's Spotlight

on the passing shows

EXCEPT for Mr. Sumner's periodic sallies into city vice, nobody bothers much about decency. The word has an almost quaint ring, almost obsolete. You don't speak much about "decent" people or "indecent" art nowadays. Decency belongs back in that beautifully clarified era where people and art were either nice or not nice; and life and taste were governed accordingly.

But two plays now on Broadway force the word back into your mind. They are English plays—"The Shining Hour" and "The Wind and the Rain"—and the greater part of their charm lies in their decency. In both plays, the people are definitely nice. They may—and do—have the normal desires and delusions of all humans, but they are well-mannered, agreeable, cultured, fair, in most cases restrained, and in all cases adherents to a distinct and traditional code of behaviour.



RAYMOND MASSEY



GLADYS COOPER

All this is very refreshing. It is balm to nerves shattered by the high-power tension of most modern drama, to ears deafened by the unleashed human howl, to minds exhausted by brutal realism and that smuggest of smug "artistic" indulgences—calling a spade a spade.

One has to think of those two best-sellers, "The Thin Man" and "The Postman Always Rings Twice"—powerful, absorbing thrillers. The people in both of them are, for the most part, terrible people: Sadists, bums, tarts, neurotics, killers. There is no restraint either in their language, which is gutter language, or in their acts, which are hardly savoury. One would rather die than know them in the flesh.

Their kind is highly popular, not only in books, but on the stage. Their snarling brutality seems to thrill the imagination of the listening crowd, to slake their morbidity.



WALTER HUSTON AS "DODSWORTH"

NELSON



TCHERKASSKY, RUSSIAN SINGER

BALLET AT THE RADIO CITY MUSIC HALL



SCENE FROM THE BILLY ROSE REVUE AT THE CASINO DE PARÉE

REMIE LOHSE

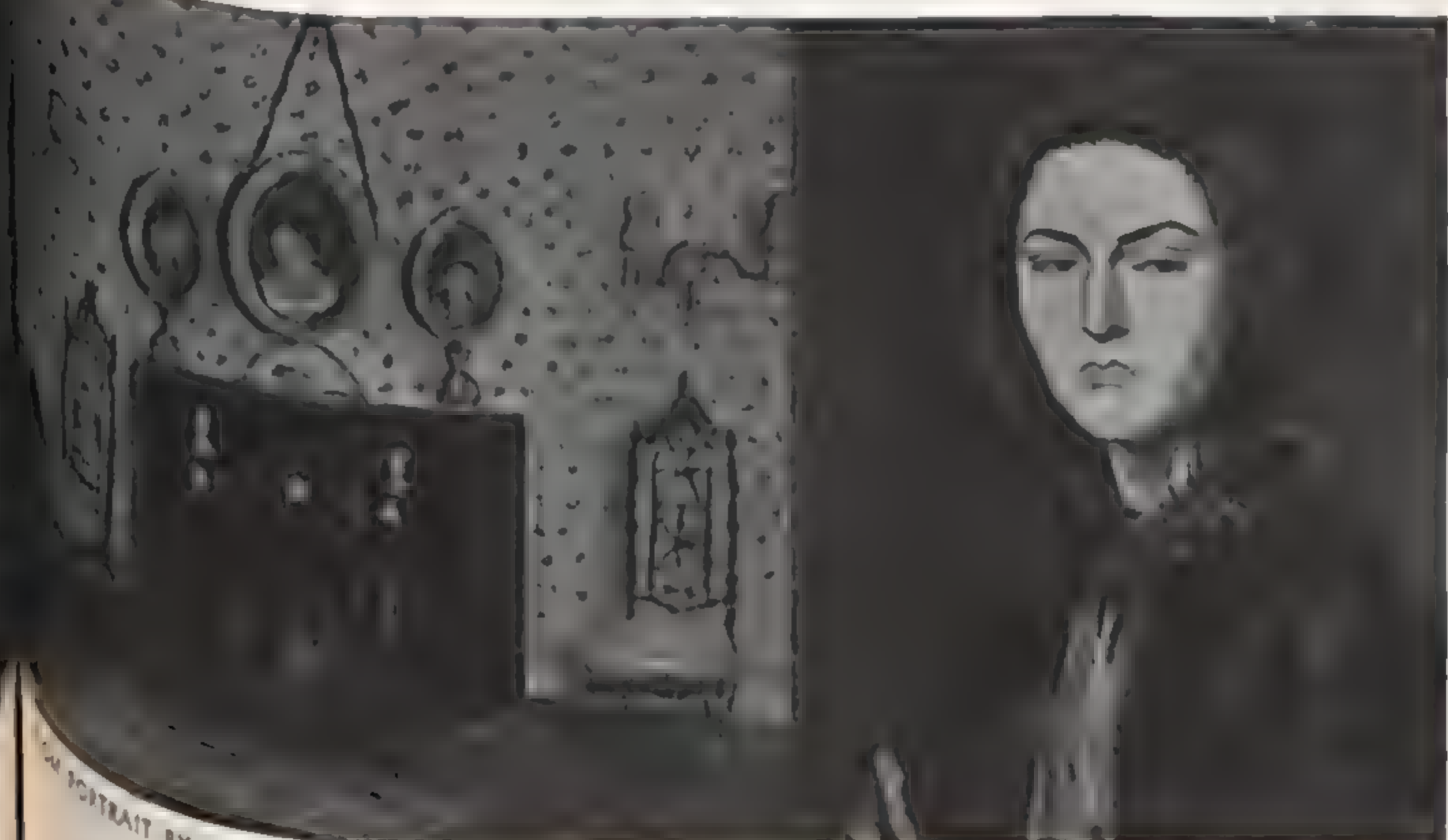
Who cares whether they shoot, rape, sniff coke, strangle their mothers? Who cares whether their speech consists exclusively of four-letter expletions? Who cares (and this is their ultimate and ironic defeat) what happens to any of these fictional monsters?

We will have enough of spades before long. These English plays are slight indications of what restraint can do for the spirit. You sit for two hours in the company of charming people who speak excellent English. People of gentle background who can—in the midst of all their torture—comment on the beauty of a certain dusk or a certain passage of music.

"The Shining Hour" is a fuller, better play than "The Wind and the Rain." But, as the second play proceeds, you find yourself caring what (Continued on page 102)



MARLENE DIETRICH IN "THE SCARLET EMPRESS"



PORTRAIT BY ALBERT STERNER

PORTRAIT BY HENRIETTE NOYES



"CIGARS, CIGAR-AY-ETSI!"



LUNCHEON AT THE MADISON

J. PACEY
N.Y.



THE MEN'S BAR AT THE RITZ



THE SHAKE-UP

GOOD NEW DAYS

AT first, in these confused and turbulent weeks that followed December sixth, they all tried to make you believe that you were at least sixty—the liquor advertisers and manufacturers, the newspaper feature writers, the social columnists, and, above all, the hotel people. “Recapture the gay charm of an old era,” they implored us. “Return to the saner delights of the pre-speakeasy age.” “Our atmosphere is reminiscent of the days when champagne was drunk from slippers” . . . and on and on. For one who never knew the old days, and who didn’t particularly care to know them, such lavender-and-old-lace invitations held little appeal. The speaks were finished, of course, for better or for worse. But the substitution of horse-drawn cabs, pompadours, and sherry instead of cocktails seemed a trifle artificial and—well, after it had been sampled, more than a trifle slow. It looked like a wholesome life, but a dull one.

Things have simmered down now, and it turns out that such fears were premature. Night-life isn’t necessarily any more wholesome than it used to be, and it certainly isn’t dull. Night-life is, as some one may have said about life in general, exactly what you make it, and you can feel just as mellow, if you want to, in a hotel dining-room



NIGHTCAP AND SERENADE

as you used to in the basement of somebody’s brownstone-front house. Don’t let them tell you that you can’t burn your candles at both ends any more; don’t let them frighten you with phrases like “Old-World graces” and “America-has-come-of-age-in-its-pleasures.” It isn’t true. You can still be a madcap if you wish; only, and this is the difference, you don’t *have* to be one.

Consider, for instance, the Plaza, which for years has been as nobly aloof from the jazz age as the professionally quaint cab drivers outside its door. Well, the Plaza is stepping out to meet a new life. On the second of April, it is opening a brand-new room, called the Persian Room because of its subtly intricate Persian murals designed by the Joseph Urban Associates. The proceeds of the grand gala opening will go to the New York Infirmary, which ought to thrive thenceforth—judging from the public interest in this Plaza infant. In the Persian Room, you will see a New York that is not (thank God!) Lillian-Russell-Bustanoby’s-Diamond-Jim-Brady any more than it is the New York of the speakeasy era.

You can’t describe the atmosphere, because there is nothing with which to compare it. Certainly, the room has nothing to do with the marbled, potted-palmed lobby which lies outside its door; as with most of the other hotels, the Plaza has seen fit to disregard its general *décor* in saluting the new era. The Persian Room is a sport, a freak, an anachronism. Only a very great lady could afford to be so whimsical and so disdainful of tradition. The room is, in short, New York in the spring of 1934, anno Domini. A bar and café and (when the occasion demands) a supper room with space for orchestra and dancing. It overlooks the Plaza and is as modern—with concealed flood-lighting (each table top is specially illuminated), a white-and-red colour scheme, and a metal-and-ebony bar—as you could ask. The lighting alone is worth going a considerable (Continued on page 105)



THE WEYLIN BAR

DECORATIVE DINING

THOSE of you who dine imaginatively ought to dress imaginatively. We're past the day of casually dropping into a charming restaurant in the same clothes that a day's wearing has tired out. Here on these two pages are photographs of costumes worn at luncheon and dinner at the Hapsburg House—that new Bavarian restaurant which so irresistibly combines intimacy and distinction and makes dining an art. Handknit woollen suits, nonchalant and young, but meticulously tailored; beautifully cut gowns of the most feminine of fabrics—taffeta and net—and fabulous wraps of ermine and sable—these are the expression of a new era of elegance.



TAFFETA AND NET; RHODA GOWNS, INC.



ANTON BRUEHL



ERMINE COAT; H. JAECKEL AND SONS



YELLOW AND BLACK WOOL BLOUSES; ALFRED DUNHILL



GREEN KNIT BLOUSE FROM ALFRED DUNHILL



SABLE CAPE FROM H. JAECKEL AND SONS



LINENS, CHINA, AND GLASS ON BOTH TABLES ARE FROM MACY'S

HANDLING A CROWD A BUFFET PLAN

ONE of the nicest faculties of this present generation of hostesses is that, for them, limitations simply do not exist. Forty people go to a cocktail party in a two-room flat, and every one has a beautiful time. A young couple living in the gardener's cottage gives twenty people a country luncheon, without confusion and with excellent food. Buffet meals are planned to extend like accordions. The fact that a bride's first dining-table seats only six doesn't mean that she can't entertain twelve or sixteen people at dinner pleasantly. Nor does it have to be cold-meat-and-salad affair, either. There are times when balancing a plate on one's knee gets tiresome, and the stunt of putting out completely set small tables upon which the meal progresses in regular courses is one that we keep encountering at the nicest parties we go to. So, having gathered suggestions from smart hostesses and ideas

from smart shops, we are submitting herewith our own plan for such a party, adaptable for practically any space.

To begin with, there are the two tables depicted on these pages, which we rather fancy as the nucleus of this party, to be reproduced as many times as the number of guests requires. We used actual bridge tables, both square and round—the round ones, incidentally, have beautiful chromium bands, which you can't see, underneath the cloth. But, of course, you can rent the tables with the chairs, if you prefer. Folding chairs take up less room, by the way, but the little gold ones look rather better. We used the same silver on both tables, because every young hostess should be endowed with a sufficient amount of that as a wedding gift to see her through a party for twelve people. And we happened to use the same china because the covered (Continued on page 110)



POLO PLAYERS FROM PITT PETRI



MARTINUS ANDERSEN

FIGURINE FROM RENA ROSENTHAL

TABLES PHOTOGRAPHED BY ANTON BRUEHL



THE SILVER ON BOTH TABLES IS TOWLE'S NEW "SYMPHONY CHASED" PATTERN

Head-Starts



The part from forehead
to hair line.
Coiffure by Elis



The upturned
curl and the part
down the back.

Coiffure by Bernard Az Quno



The
radiation from a central
parting. Coiffure by
Michael Hainderson Inc.



The braid
in a new guise.
Coiffure by Martin
from Vienna



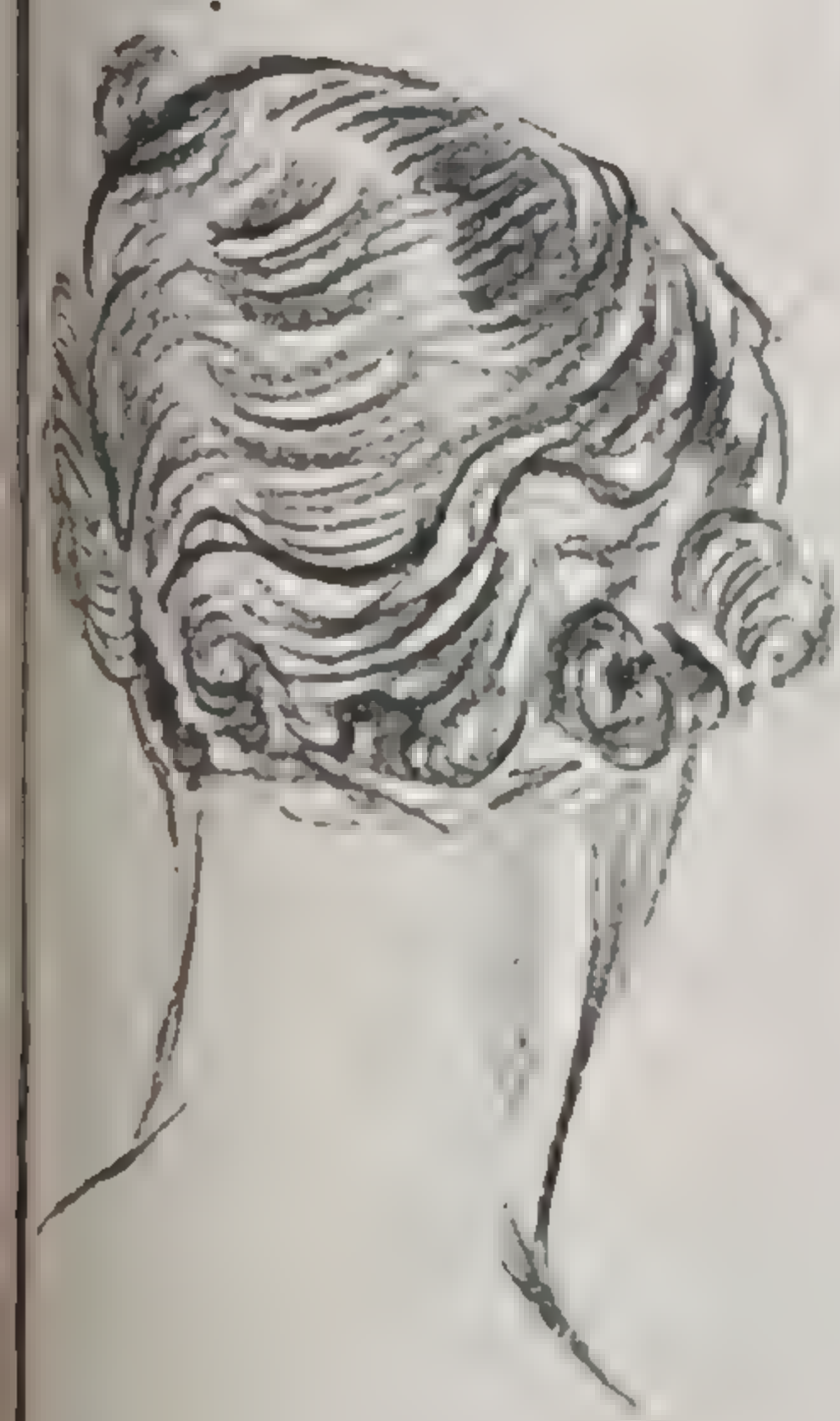
The high side curls
and close contour.
Coiffure by Charles Beck



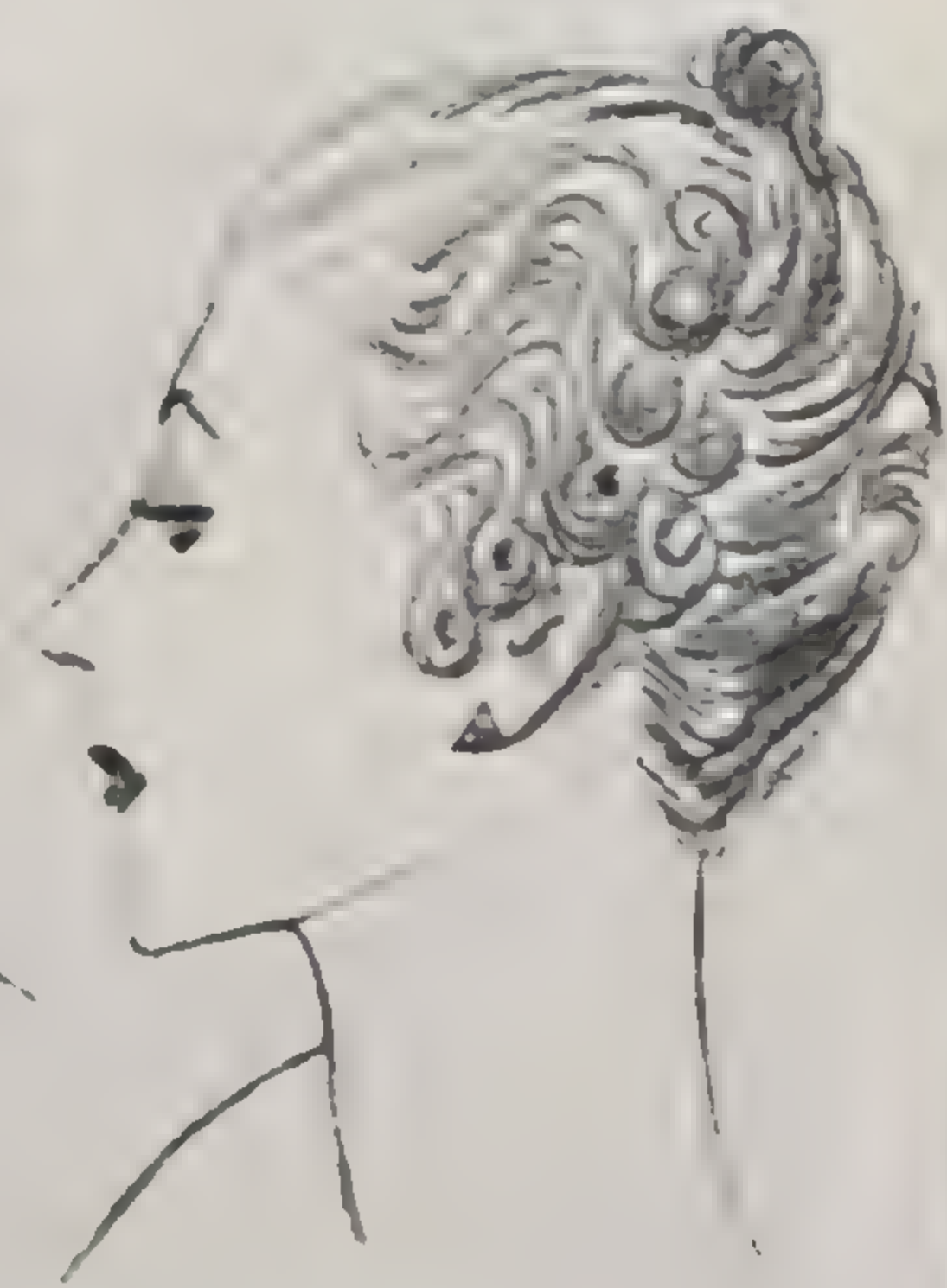
The very
high, sculptured effect.
Coiffure by Emile at
Fifty-Sixth Street
Earrings from Bonwit Teller



The
wind-
swept hair.
Coiffure
by Ivan



The back-
from - The face
movement.
Coiffure by
J. Schaeffer



The ringlets
arranged like a Spanish
comb. Coiffure by Charles of the Ritz

DECORATOR'S SPRING SONG



A PERFECT coordination of old furniture and new fabrics and colours characterizes the flat of Robert Pichenot shown on these pages. Mr. Pichenot's collection of eighteenth-century French furniture includes chairs and tables of the Regence and Louis XV. periods and finds walls and curtains of pale beige the perfect foil for its mellow tones of polished walnut. The room itself, spacious and high of ceiling, has an unusual feature in the raised platform built into one corner. Surrounded by a low rail, it provides an additional small room arranged as a separate unit with low sofas, tables, and book-shelves, without sacrificing the size of the drawing-room.

• On important wall-spaces in both these rooms are arranged panels of eighteenth-century Coromandel lacquer,

polished brown surfaces with faint traceries in white and pale colour. A sofa covered with deep beige velvet has cushions in several tones, from white to brown, in rough silks, velvets, and soft Moroccan leather. Antique Moroccan rugs in white are latticed in black, shaggy and soft in texture. Curtains of silk serge in beige have simply scalloped valances, and two screens, placed at each side of the mantelpiece, have a thin coat of white rubbed into the pale natural wood surface. Brilliant bits of colour are supplied by a pair of old Chinese porcelain cocks with brilliant scarlet crests and a pair of rare Portuguese faience tobacco jars modelled in the form of Moors' heads with highly coloured turbans. A porcelain basket of fragile white shell flowers adorns the mantelpiece. It is altogether a room



A RAISED PLATFORM IN THE DRAWING-ROOM OF MR. ROBERT PICHENOT'S APARTMENT



LACQUERED SURFACES, ROUGH FABRICS IN MR. PICHENOT'S APARTMENT

BY HOLM PHILLIPS

of great present-day distinction with its successful adaptation of traditional pieces to modern requirements.

- Experiment is the life of decoration and when based upon a definite requirement is always successful. In the Oliver Jennings house, the problem of necessary curtains for a great Palladian window has been solved without spoiling the interior effect. This window, in a large vaulted room of beautiful proportion, has been curtained with deep blue canvas hung outside the house, and thus its Georgian beauty is left visible even at night. The sketch at the upper left on the opposite page shows the striking result.

- The experiment of another designer is that of a transparent glass screen, which will protect a draughty corner without darkening it. Between two plates of glass in a narrow white metal frame are imprisoned rosettes of delicately cut white paper arranged in a pattern resembling gigantic snowflakes—as you can see in the small sketch at the right. The particular ingenuity of this designer runs to many other forms of cut paper—snowy

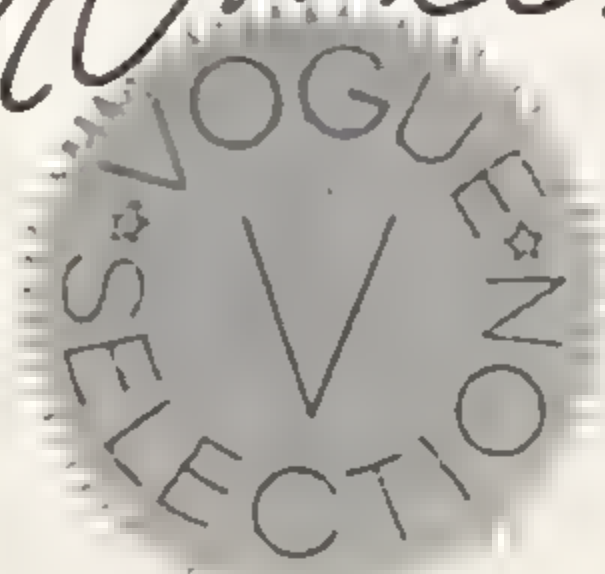
(or black) sheep in raised paper sport blue and pink dots and naïve expressions, pictures for children that have been acquired chiefly by their elders.

- The long and smoky intervals between the acts in any theatre must some time bring up the query—why not a theatre-bar? Many a poor play in London has been less badly thought of after the first-act interval, even though London theatre-bars are dreary enough places in which to drink. We have suffered too long from a between-the-acts thirst quenchable only with tepid lemonade in damp paper cups, even a good mineral water having been unattainable.

- The lounge at the Music Box has always had all the characteristics of the cocktail lounge in any hotel, but, as for decoration, we could suggest a lighter touch than any theatre lounge now knows, and make a strong bid against the prevalent subdued amber lighting, so efficient in removing all careful effects of feminine make-up and so reminiscent of the departed speakeasy. A scheme of scarlet and pale grey, (Continued on page 96)



Vogue's Smart Economies



SELECTED BECAUSE—this two-piece dress (far left) is one of the smartest knits we've seen. It's of genuine Valcuna yarn in a new ribbed stitch; the blouse has short kimono sleeves and a turned-over collar that is fastened by two hand-crocheted buttons. In luscious colours; in both misses' and women's sizes. At Abercrombie and Fitch; \$16

SELECTED BECAUSE—a good-looking three-piece bouclé suit is among the most useful possibilities in any spring or summer wardrobe. This one (left) has a tailored coat and bouclé blouse; the lapels of the coat are faced with striped bouclé. In women's or misses' sizes; in pastel shades with harmonizing stripes; Altman; \$30



SELECTED BECAUSE—this jacket dress (top, opposite page) is both tailored and sheer. The fitted separate jacket buttons at the waist with crystal buttons. The dress has soft cape sleeves and a big bow tie of striped mouseline. Of sheer silk crêpe or of silk crêpe in monotone prints. From Best; \$40

SELECTED BECAUSE—this redingote ensemble, with a smart coat of Forstmann's wool, has youthful lines. A fitted waistline and slight front-fulness give it a Russian look. The dress is of pure-dye silk crêpe in a monotone print. The calf-skin belt may be worn on either coat or dress. From Franklin Simon; \$30

SELECTED BECAUSE—the printed silk crêpe suit above is a perfect gadabout costume for town afternoon-to-evening. There's a three-quarters coat with pockets and a dress with a pleat-edged collar-cowl in front, sailor in back. In colourful prints on dark grounds, or plain sheer crêpe. Women's and misses' sizes. Wanamaker; \$50

SELECTED BECAUSE—the smart knitted dress at the right has great distinction. There's a separate shirt-waist of plain French-spun zephyr yarn; there's an interestingly striped skirt and tuck-in scarf, also of French-spun zephyr. In gay two- and three-colour combinations of white, pastels, and dark colours. De Pinna has this; \$25



WHERE AND HOW TO PURCHASE—No matter where you live, you can buy Smart Economies. On page 121, you will find a list of shops where they are available; but if none in your town is on the list, write to Vogue, at 420 Lexington Avenue (and please enclose a stamped envelope), and we will be glad to send you the name of a shop which is located near you



SHOP-HOUND

Tips on the shop market

TWEEDS—maybe by this, the first day of April, 1934 A. D., you are sick of hearing about them. I was until I strolled into The Tweed Shop at 528 Madison Avenue, where I was revitalized on the subject. Mrs. Peabody, the head and shoulders and heart of this sound little shop, is more than a tweed enthusiast. She is so fussy, she designs her own patterns, spatters her own colours, and after a traditionally fine old loom in Scotland has turned her plans into yardage—she, with an eye only for the true classic type of suit, designs each model individually for her clients. Such mastery of any one subject makes me hide my head in shame. Ask her to show you the tweed I named “Corroded Copper”—it has flecks of dull green, cherry-red, and rosy-beige on a brownish ground and speaks of good times in the country with a perfect Long Island accent. The custom-made suits cost from about \$55 to \$85.

- The sailors are home from the sea. Gladys and Belle, those two bright girls with a smart millinery studio at 485 Madison Avenue, have gone in for sailors in a big way. Try and make them believe in Sailors Beware! They show you just the right sailors to wear with your smooth tailored suits, your town frocks, your knits, your country tweeds. They know how to make sailors behave with elastics, bandeaux, and what-nots. In Paris, Belle of this fast-coming firm bought the identical fabrics—dull taf-fetas, Riviera straws, alpacas, chamois felts, and sackcloth linens—that Descat, Patou, Suzy, Reboux, and Maria Guy are using. But hurry, please; the fabrics are precious and are made in small bolts, and, when they are all sailor-ed up, there will be no more of the originals. Of course, this smart shop has other hats, but—well, the sailors are too, too divine. They cost from about \$12.50 to \$18.50.

- Florists have long searched for something that would prolong the life of cut flowers—not because they are philanthropists, but because they are good business men. Faithfully and fruitlessly, your maid has plunged the

stems in hot water—added aspirin to the vases—and the fair flowers kept right on dashing to an early death. At last, a practical gadget has been invented. Scissors with a razor-sharp blade which cuts quickly and cleanly, as expert surgeons do. It's called the Wilt-Less-Way. Even exotic Oriental poppies never say die for days when they have been snipped this way. You can get them for about \$1.50 from Max Schling, at 618 Madison Avenue.

- Another returned traveller is Mary Lewis of Best. She had a highly successful trip and came back with two exclusive contracts folded away in her Vionnet bag. Sweaters out of London by Allen Solly—in New York, only at Best's. That tells of a big fashion scoop in a few words. London ladies think of these sweaters tenderly—speak of them lovingly. Best has all the new models in polo shirts and all manner of pull-ons, knitted of fine Australian wool plucked by hand from the backs of contented sheep. Price, under \$15. Their lisle sweaters in calico colourings and patterns will fill even the haughtiest wearer with pride, and they cost about \$16.75. Best will monogram them for you for a trifling sum. Allen Solly sweaters are seldom sold except by the half-dozen—women just haven't any sales resistance when they see them.

The other contract was made in Paris—for Best to sell exclusively in New York some little pants primarily designed to wear under shorts. The craze for shorts started in Paris. A finicky Frenchman, shirt-maker by profession, watched a feminine tennis match, then rushed back to his shop, where, straight from the shoulder and right from the heart, he designed these pants. They are not unlike the ones Best sells in the Liliputian Bazaar—and how well they do their job! About \$1.50 a pair.

If you want your old eyes to be gladdened, take a stroll on Park Avenue some warm April day and see a débutante dressed in a black-and-white print frock and a cape of glinting, scintillating coq feathers. If you can resist that get-up, then you are a hero. Paris thought up this devastating idea. If you pine for ostrich feathers, you can have your feather cape of ostrich—but have a feather cape. It costs in the neighbourhood of \$16.50 at Best.

- I was invited to come down to the Wheary luggage shop at 347 Fifth Avenue and take a look at the new rawhide luggage. After one lung-deep sniff, I prayed to my patron saint—“Here let me live (Continued on page 100)”

- Shop-Hound spends most of her time nosing about the shops of New York. While she can not undertake shopping commissions, she will be glad to give information. Write to Vogue, 420 Lexington Avenue (please enclose a stamp)



WITH THE ENGINE
THAT HOLDS
14 WORLD RECORDS



CONGO CHIC

by Marvin Breckinridge



A WHISTLE blew. Down the long dirt avenue, shaded with trees and bordered here and there with beautiful jade-green bowls (which were fly-catchers), stretched a row of tables covered with checked cloths at which were sitting hundreds of black men, women, and children. Immediately, they rose to their feet and stood until the white manager of the compound passed by, giving them a friendly greeting; then another whistle, and they resumed their games, laughing, joking, talking, and singing. For it was Sunday on the copper mine, and what is more delightful than to do nothing?

Early in the morning, the ex-savage residents moved the tables out of their little cottages, drew water at the taps, took baths, and dressed in their very best clothes. And what clothes! For the women of the Belgian Congo, and Katanga Province in particular, are the smartest women in all of Africa. The Zulus may have their difficult head-dresses, interwoven with beads and silver buttons and redone every year or two, and their high, smooth head-dresses, built with mud and twigs to look stream-lined and last a lifetime, but the Congo women outdo them with bandannas, snoods, and turban hats, depending on fancy and fashion.

For fancy is not the supreme arbiter among the rich miners' wives. The dress material is always the same, as cotton is the favourite and most readily obtainable, and designs in prints and colours vary according to taste, but the question of cut and fit is comparatively unimportant. The missionary standardizes the dress of native women throughout English-speaking Africa into a sort of middy blouse extending to the knees, usually tight in the wrong places, and sometimes accentuating its unbecomingness with a belt. From a sanitary point of view, such a garment, clean from the mission laundry once a week, is an im-

provement over an old cowhide slung over the shoulder and passed down, with its inhabitants, from one generation to another; and, from a strictly moral point of view, it is superior to a new banana leaf every day; but from an aesthetic point of view, the Congolese win the beauty contest.

The latest style in Katanga decrees a skirt made of a length of material, unsewed, wound about the waist, and tucked in skilfully to stay on and to leave a roll to use as a pocket. It reaches almost to the ankles and outlines the figure gracefully. The blouse has short sleeves edged with ruffles (this year, at least) and a fitted yoke, but, instead of tucking into the skirt, it finishes quickly in a few gay open pleats which blow in the breeze. If the wearer is a prosperous town-dweller, such as a miner's wife, she wears a bright yellow or red scarf to cover her diaphragm, in the fashion world; otherwise, she enjoys the ventilation and allows a chocolate strip to accentuate the brilliant hues of blue and white and black and red on both sides of it.

As for cosmetics, the well-dressed native woman learns to depend largely on the hippopotamus. Hippo grease is sold in the markets of Africa from Cape Town to Cairo, and, besides being rubbed on the skin to make it shine and glisten and catch the high-lights on prominent portions, it is also recommended as medicine for what-have-you. If you live where there are more cows than hippos, butter will do quite well.

Apart from greasing and oiling, the next in favour as a form of decoration is a type of tattooing. This is done by making a hole in the skin with a sharp implement, such as a pointed stone or knife, and either putting in poison from herbs to make a lovely little lump or else cutting a stripe a little deeper each day until the scar is half an inch deep and several inches (Continued on page 106)

Let this beauty miracle take place in your skin

WHAT WOMAN WOULD BELIEVE A SINGLE CREAM COULD DO SO MUCH FOR HER SKIN?



We knew we had made a discovery of tremendous importance, but we felt strangely helpless at first as how best to carry our message to women, without having them doubt the amazing claims which must be made in fairness to the product.

For in DELV, Primrose House had created a new type of preparation, formulated a new cream, by entirely new principles, that would truly do more than one thing for the skin and do its work well.

We had provided a cream that women everywhere had been asking for, a single cream that would cleanse, nourish and clarify—actually a basic all-around cream for the daily care of the skin—different from any cream women

had ever used, both in texture and the way it affected the skin.

The facts in our laboratory were unassailable. Our tests were perfect. We were confident of our ground. But would the skeptical woman believe that a single cream could do so much for her complexion?

We gave DELV to 537 women

Finally we decided that the only sensible plan was simply to let women convince themselves. So we furnished DELV in plain jars to 537 women.

We asked them to put all other creams aside and use DELV exclusively for all beauty purposes until the jar was empty. Then we asked them to tell us quite frankly what they thought of this new cream.

Within a single month's time, 511 of those 537 women came back with the most enthusiastic reports. They told us it was the simplest and most satisfactory beauty treatment they had ever known. Most of them wanted to know where they could buy the cream, regardless of price.

Now we ask you to make the DELV test

Realizing there is nothing like personal experience with DELV to convince women of its value, Primrose House asks you to try this marvelous new all-around cream without costing you one penny. Simply fill in the coupon below and mail it to us for your sample jar. If you wish a full-size jar of DELV today, it is on sale at leading department and drug stores. The price is amazingly low, only one dollar.

DELV



*Primrose
House*

PRIMROSE HOUSE
595 Fifth Avenue, New York

(V-4)

Please send me without charge a sample jar of DELV. I would like to try DELV by using the Cream exclusively until the jar is empty. (Print name and address)

Name _____

Address _____

City _____ State _____

[This coupon offer is good in the United States only]



F I R M

Restraint..

● It's downright amazing the way a Vassarette All-in-One Foundation seems to subtract years and pounds from so-called "mature" figures.

And this is the reason. Vassarettes are self-supporting. The restraint is fashioned into the fabric itself, making bones and hooks unnecessary.

The All-in-One illustrated weighs six ounces. The woman who wears it weighs 146 pounds. The picture tells the story. This new Vassarette is made of a new, light, responsive fabric that literally breathes with the body. It's as cool as net and you'll just marvel at its power of retention. Because it is utterly backless, you can wear it with evening gowns. And because it is a Vassarette, you can wear it and wash it constantly. The effective bandeau sections are adjustable to any degree of uplift.

This garment is \$10. Other Vassarette Foundations are \$5 to \$15. Always look for the name. Write us for the name of a good store near you where Vassarette Foundation Garments are sold. The Vassar Company, 2517 Diversey Avenue, Chicago.



VASSARETTE
FOUNDATIONS

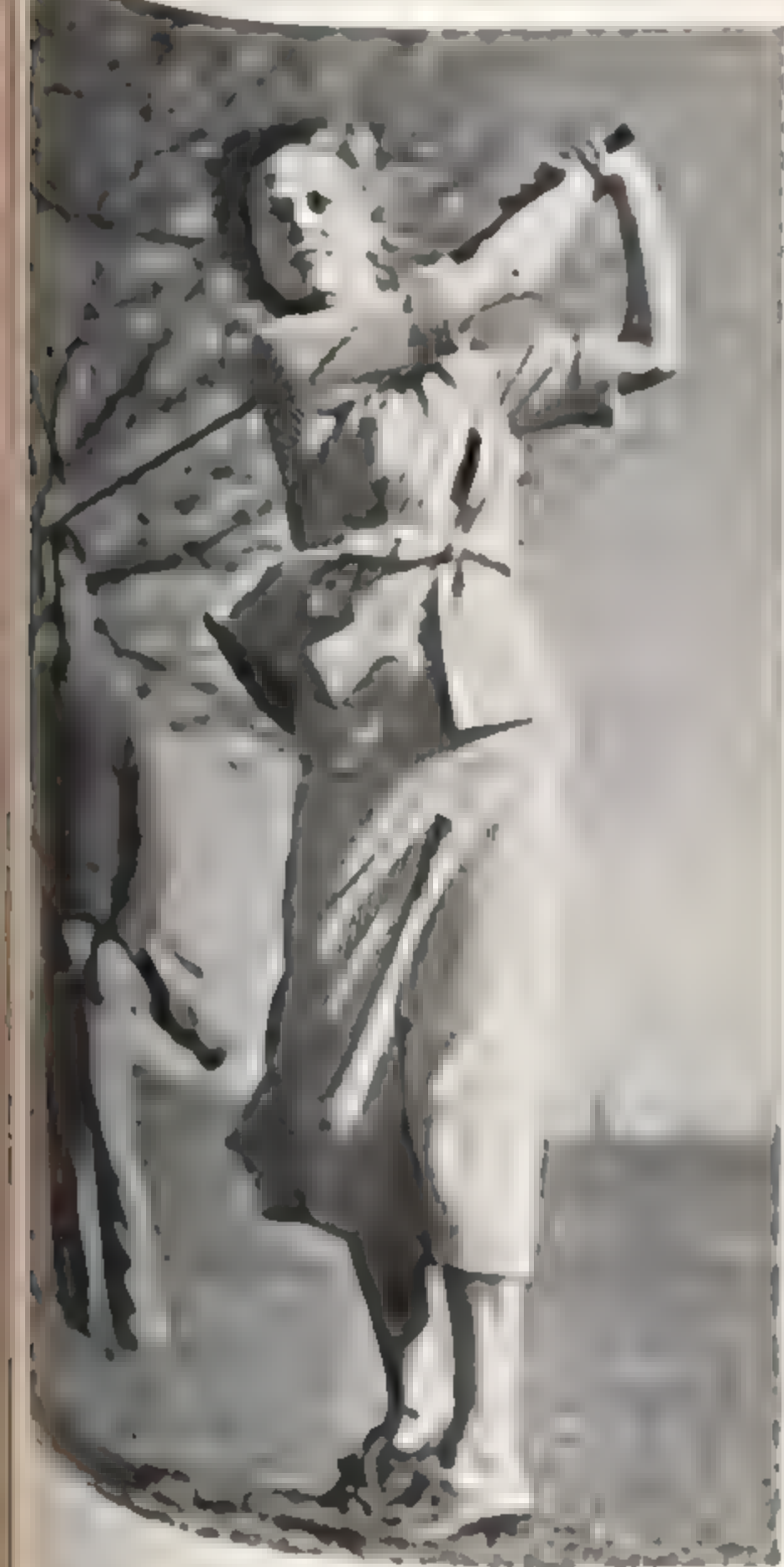
Light AS LAUGHTER

Wiggling is no longer cute and slouching is no longer smart. Not today.

Wise young things are entrusting their curves to Vassarette Girdles and Uplift Ban-
eaux. These little garments make the figure
that makes the clothes that make the girl.

The new Vassarette Girdle... worn by the
miniature blonde Venus in the photograph
... is perfect for right now and all summer.
The light, new porous fabric is its own air-
cooling system. It stretches just enough...
holds just enough... and it always stays in
place. Daily wearing won't disturb the life
of this garment. Nightly washing won't hurt
it. The slimmest dress won't reveal it. And it's
equally at home on the golf course or the
dance floor.

There are several new Vassarette Girdles
that you will like. The garment illustrated
is \$5. Other Vassarette Foundations are \$5 to
\$15. Write us for the name of a good store
near you where Vassarette Foundation
garments are sold. The Vassar Company,
2517 Diversey Avenue, Chicago.



VASSARETTE FOUNDATIONS





"SUTTON PLACE"

...a black and gray pin stripe jacket with ciré braid detail, over a black skirt—a *tailleur* from the Stein & Blaine collection of original spring models

Stein & Blaine
INC.

13-15 West 57th Street, New York

BORE CONSTRICTORS

(CONTINUED FROM PAGE 51)

susceptible, her husband's abortive business deals, her social plans for the next seven months, not one of which would provide Cholly Knickerbocker with a filler, no matter how desperate Cholly Knickerbocker might be for a filler, and her efforts to sublease her apartment and move to the Waldorf. Her hour's monologue always winds up something like this: "Well, my dear, now tell me how *you* are?" And not waiting for an answer, which you couldn't give anyway, being exhausted, "We must have luncheon together alone very soon. I long to hear all about you! I love these little chats." In her worst manifestation, this bore calls you from the luncheon table, out of the bath, or just as you are leaving the house late for dinner. There is only one cure for her: an old-fashioned telephone, the kind with which you can put the receiver up against the mouthpiece and make a terrible ear-splitting noise, thus answering her in kind.

THE ENTERTAINER

Then there's that other *cherce* bore, the Entertainer of the Visiting Foreigner. Whenever and wherever you meet her, she is lugging about some English, French, German, Spanish, or Lithuanian specimen who may be a lion in his own country, but who is only a Badly Broken Accent to you. Sometimes, these adorable aliens of hers have a title; in which case, she works herself into a lather of entertaining and sends cards to what few friends she has left on this side of the Atlantic "to meet Sir Hyan Drigh, former Viceroy of Uppercutta, India." Sir Hyan Drigh turns out to be a leather-faced, potato-mouthed effect loosely constructed around a monocle, and Lady Hyan Drigh is something else again—but not much. After you have asked Sir Hyan Drigh a few scattered questions about the Rajahs' emeralds, Mr. Gandhi, and Pig-Sticking, there is nothing left to do but marvel silently at his table manners, although the charm of this quickly wears off. The Entertainer of the Visiting Foreigner is a positive menace to Society now, for, with the exchange against us, her supply of immigrants is becoming limitless. There is only one thing to do when she asks you if she may bring her gruesome imports to your house. ("My dear, they have heard everywhere in Europe that you are one of the most fascinating hostesses in America!") Tell her quite sweetly, but firmly, that you learned from an unimpeachable diplomatic source that they arrived here with trench-mouth or bubonic plague germs concealed in their sponge-bags, and that, though you don't mind a bit for yourself, you don't like to expose the children because, of course, the little dears haven't had the bubonic plague yet.

THE INTELLECTUAL

A near relation to this Bore (although she would die before admitting it, so be sure to tax her with it), is the Intellectual, or Bohemian Bore. Go to her house of a fine spring evening, and you will find it swarming

with shabby young communists whose fathers are bankers and members of the Administration; with slightly decadent, but exquisitely dressed *Surréalistes*; with disappointed playwrights and contented torch-singers; with young Jewish pianists who never finish anything they start to play on the piano, except "The Rhapsody in Blue," which they play five or six times, while the rest of the guests swoon, drink, faint, drink, whistle, and stomp—and drink. When you invite her to your house, she is quite apt to turn up with a toothless editor of the Irish Free State *Shaleleagh*, or the man who directed the German version of that censored movie, "Lust." Fall into her clutches of an afternoon, and she will cart you off to see a Cocteau film, or an Exhibition of Wire-Work Sculpture and Soap-Box Architecture by the Hopeless Cases in Bellevue's Reconstruction Ward. She is in a constant pant about Antheil, Gertrude Stein, Spengler, and in her lucid moments is writing a life of Nijinsky, called "The Winged Pegasus." She has a passion for sucking in the more conservative members of Society, like you, into this steaming vortex of aestheticism.

Her sister under the skin is the Travelled Bore. She's been Everywhere, but unfortunately she didn't stay there. The Travelled Bore clamps down on you at a dinner or a luncheon or a tea or a buffet and, invoking the spirit of Baedeker, lets you have it. "My dear," she says, "Formosa is the Garden Spot of the world. You won't believe it, but my husband and I spent four days in Formosa! My husband didn't like it as much as I did, because it seems—can you believe it?—that they haven't got a good osteopath in Formosa, but aside from that it really is a garden spot!" She is a Winter Cruise Addict and has sailed the Seven Seas without, alas, falling overboard once. She has been to Bali (so exotic!), she has been to Majorca (so exotic!), she has been to Papeete (so exotic!), and, if she hasn't been to Rhodesia, it's because she's going next month, my dear. Aside from praying for her hasty departure, there is only one thing to do about the Travelled Bore: lock her in a closet with a box of Assorted Slides from a travel lecturer.

SHE WHO KNOWS EVERYBODY

Then there is the Know Everybody Bore. Her *spécialité* is an intermittent monologue that might be called "Cute Side-lights on the Private Lives of the Great." She has witnessed soul-revealing episodes in the lives of Noel Coward, Franklin Roosevelt, Albert Einstein, Mae West, Charles Lindbergh, and Princess Mdvani. There is nobody who ever made a Head-line that she has not crossed on a boat with, dined with, or visited socially. And she is so, so casual about it, too. Her conversation goes something like this: "I love your hair that way, my pet. It reminds me of the time I persuaded Betsy—Betsy is what some of us call the Duchess of York, you know—(a modest titter) to part her hair in the middle. 'It looks so much gentler parted (Continued on page 91)'

He cured white mice of rickets

BY RUBBING SUNSHINE VITAMINS THROUGH THEIR TAILS

THE AMAZING STORY OF A GREAT SCIENTIFIC DISCOVERY THAT MAKES SKIN GROW YOUNG INSTEAD OF OLD

In 1933 an eminent scientist stated that he had given rickets to white mice and cured them by rubbing a newly developed beauty cream on their tails.

To back up this incredible statement, he calmly produced thousands of case records together with photo-micrographs which proved his achievement beyond the shadow of a doubt.

His work was checked by a great university and a group of scientific authorities who pronounced it authentic. And then the Hall of Science of the great Century of Progress admitted Vita-Ray to its exhibit, the only cosmetic to be so honored.

Feeding sunshine vitamins to the cells

Women who scream at the sight of a mouse will wonder what all this has to do with the subject of beauty.

Actually it has tremendous import. For it was through the medium of these white mice that the scientist proved that his cosmetic could actually pass Vitamin D through the skin, reaching the subcutaneous cells.

Vita-Ray is the name of this new sunshine vitamin cream. Every single jar contains a minimum of 750 A.D.M.A. (Vitamin D) units, which are passed directly through the skin to the hungry cells below.

No dangerous reptilian hormones

Vita-Ray contains no dangerous ingredient, no mysterious hormone. Its active agent is



Vitamin D, the sunshine vitamin without which youth and beauty fade and every living thing will die.

When you use Vita-Ray, you actually feed Vitamin D through the skin layers to the subcutaneous cells, making the skin grow young instead of old.

How to Use Vita-Ray

The Vita-Ray treatment is neither complicated nor costly. You apply it at your own dressing table just as you would apply any other cream.

To the eye Vita-Ray is just a fragrant white cream not greatly different from the creams with which every woman is familiar.

The great difference lies in the fact that Vita-Ray and Vita-Ray alone contains Vitamin D in a form that enables it to be fed directly through the skin to the subcutaneous cells.

First cleanse the face thoroughly, using Vita-Ray itself, Vita-Ray Cleansing Cream, or any other good cleansing agent. Then pat in Vita-Ray cream until it disappears.

Do this night and morning for a week. By that time the first tangible results should begin to show.

First the complexion will seem to take on a new freshness. Lines and wrinkles will begin to grow dim and vanish. Scaliness and excessive dryness will disappear. The skin will actually seem to be growing young.

The price is only one dollar for a generously large jar. If your favorite store has not yet secured its stock of Vita-Ray, you will be permitted until further notice to purchase it direct from our laboratory.

To do this, merely fill out the coupon below and send it in together with \$1. Your jar of Vita-Ray will be mailed to you as soon as your order is received.



The only cosmetic admitted to the Basic Science Division of the Hall of Science at A Century of Progress

Vita-Ray VITAMIN CREAM

THE VITA-RAY CORP., Lowell, Mass.

DEPT. V-4

Sirs: I am enclosing one dollar for a jar of Vita-Ray Vitamin Cream, to be sent to the following address, postage prepaid. (If living in Canada send \$1.50)

Name _____

Street and No. _____

City _____ State _____

MAIL
THIS
COUPON



HENRI BENDEL INC.

IMPORTERS AND DESIGNERS OF
CLOTHES FOR WOMEN

*Now showing
New importations and originations
for this season*

GOWNS FURS MILLINERY

DRESSES	SPORTSWEAR
WRAPS	LINGERIE
COATS	ACCESSORIES
SUITS	TOILETRIES

10-12-14 West Fifty-Seventh Street . . New York

Paris Newport Southampton Palm Beach



Here are the new Coty powder-boxes that have been designed to complement the perfume packages and thus indicate to your eyes the fragrance with which they are scented. Details of this latest Coty innovation are given in the columns below

ON HER DRESSING-TABLE

EVERY so often, this department is asked to give advice upon cosmetic developments, opinions which we hope will sway great industrial decisions. Recently, the question was—"What qualities are most important to a woman in choosing her face powder?" After going into a great huddle with ourselves, and reviewing all the countless opinions that reach this desk, we came to the conclusion that, after colour, it seemed to us perfume was the greatest deciding factor. Now, along comes Coty—who, if any one, should know all about powders—to bear us out. It seems that for years women have been demanding powders by the names of their perfumes, and often they aren't satisfied till they can actually take the tops off the boxes and smell them for themselves. So now, Coty, ever a crusader at heart, has put up the Coty powders in boxes that indicate their perfume.

If you use L'Aimant perfume (and a nice thing it is to use, too), your eye will spot a new L'Aimant powder-box that has been especially designed to complement the L'Aimant perfume package, as you can see by consulting the photograph at the top of the page. Then, there are Paris-scented powder and Emeraude-scented powder in their new boxes—each identified with its perfume package. And, of course, there is—and, no doubt always will

be—the powder-puff box, with its powder scented with the classic L'Origan and other Coty fragrances. You can see them in the shops for yourself, arrived just in time for Easter.

There is a definite demand in the air these days for a rich, creamy type of cleansing cream, and, in immediate answer, comes Lesquendieu's new Emulsified Cleansing Cream. It's one of those frothy, luscious-looking creams that are a joy to dip into, and this one seems especially adapted for those dry, sensitive skins that are so prevalent in this steam-heated country we inhabit. It is made of vegetable oils, all emulsified into a froth, and it has such marked emollient properties that you can use it as a softening cream, too, if you like. Lesquendieu, as you no doubt know, is also responsible for those lipsticks that ladies used to bring triumphantly home from Paris, clutching them as though they were worth their weight in gold and proclaiming them as the smoothest and most natural looking they had ever found. Now, you can buy them here in all the shops that carry the Lesquendieu series, where the new cream is also available.

If indelibility is what you want in a lipstick, you should try the new version of Permapoint, for, if ever a colour stays on your lips, this one does. You (Continued on page 98)

Just in time for Easter come the new Barbara Gould vanity-cases in their scarlet and white trappings. These are the triple cases, complete with loose or compact powder, rouge, and miniature lipsticks, and single and double versions are also available



MARTINUS ANDERSEN



Suit and dress from Bergdorf Goodman

Pre-eminent among the fashionable openings—

THE SPRING SEASON AT THE GREENBRIER

SPRINGTIME, darling season of the poets, has stepped out of the calendar and made its home at White Sulphur. Fashion, always responsive to perfect backgrounds, steps out of the imagination into the daily life of The Greenbrier. And wise mortals, eager to experience Spring-as-it-was-meant-to-be, sojourn annually at White Sulphur . . . to relax in the charm of the Old South, to renew vigor and health on the golf links or tennis courts, to follow the mountain trails, to enjoy the gentler arts of civilized living. The coming of the Spring Season at

White Sulphur is a significant occasion, whether fashion, sport, or social activities engage your interest at the moment.

☆

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Tariffs at The Greenbrier are remarkably reasonable. American Plan—room and bath, including meals, each person per day, \$10, \$11, \$12; European Plan—room and bath only, each person per day, \$5, \$6, \$7. Unusual parlor suites are also available at reasonable rates. Illustrated literature describing all the facilities of The Greenbrier will be sent to you upon request.

White Sulphur Springs
WEST VIRGINIA

THE GREENBRIER AND COTTAGES



L. R. JOHNSTON, GENERAL MANAGER

BORE CONSTRICTORS

(CONTINUED FROM PAGE 90)

that way,' I said. 'Do you think so?' she asked. 'I'll try it if you say so,' she said, 'I've never been able to do a thing with my hair,' she said. Now, don't you think that's significant, the Duchess of York admitting to me that she couldn't do a thing with her hair? I shouldn't be at all surprised if our dear little Betsy one day became the Queen of England. . . ." A good way to silence this lady is to tell her, in lurid detail, of the week-end you spent at Le Touquet with Mickey Mouse.

THE CAREER BORE

A type of bore peculiar to the Depression Era is the Society Working-Girl Bore, or the Career Bore. She is a little lady, who, through adversity or ennui or sheer enlargement of the ego, has taken a job or gone in for carving a name. Her natural habitat is the smart dress or decorating shops, Fifth Avenue picture-galleries, Madison Avenue bookstores, and the lower depths of the editorial departments of the Fashion Magazines. Sometimes, she has gotten a small walk-on part in a play or a brief contract on the radio. In any case, she earns just about enough to keep a Siberian peasant in postage-stamps. She is to be found any night on a party at three A.M. announcing smugly that midnight is her usual bed-hour and she must go home because she has "to get up to-morrow and work." She turns up with astonishing regularity at Palm Beach, Newport, Aiken, and Southampton during the seasons, but she explains this on the grounds that she is completely worn out from work and needs a rest. When she loses her job, having exhausted her supply of beaux and personal friends who will buy dresses, do over bathrooms, give away copies of *Anthony Adverse*, or pose for fashion photographs in their own homes; when she has completely exploited her pretty talent for writing articles on "Fox-hunting in Virginia," and "Long Island house-parties I have attended," when she discovers that Producers and Radio Advertisers are merely interested (temporarily) in using her Ancestral Background, and don't feel that artistically she is so hot—then this little bore retires to the swelling ranks of "ladies-who-have-once-earned-their-living" and is forever afterwards a somewhat insupportable person. There is no cure for her, except to persuade some candid boy-friend to tell her about Aspasia, Madame Du Barry, Nana, and Cléo de Mérode. "And that," he should say, "is work that is work."

THE ECONOMY BORE

Another Depression nuisance is the Economy Bore. This is usually some pathetic creature whose husband is down to his last five millions and who feels very deeply the need to live more simply-minded in this increasingly simple age. She has fired one of her six maids and cut the wages of the rest to the bone. She has refrained from having her chinchilla and sable done over. She has put her pearls in the safety-deposit vault, and laid up one of her Rolls-Royces. She buys three dresses for \$59.50 at a little

shop instead of one for \$150 at an exclusive shop. She has cut down on her charities, and has given up sending for the doctor when her children run a silly little bit of a fever. She supplies you with long lists of holes-in-the-wall where you can buy cheap imitation jewellery, near-silk stockings, and original, inexpensive hostess gowns. She serves beer instead of champagne and buys her Scotch from a bootlegger. It's cheaper, and besides the bootlegger, unlike me, still comes to the house. And she has cancelled her subscription to *Vogue*. "My dear, if I don't know how to dress well by this time, I never will!" (She never will.)

There is no cure for this bore, but you can irritate her quite a lot by sending her long, expensive, anonymous telegrams collect, asking her for a donation to The American League for Economy and for Balancing the National Budget. Or, if you have a friend in the Income Tax Department, you can tip him off about this lady's husband. Then they might have to economize.

THE DIET BORE

A precious bore hard to escape these days is the Diet Bore. This is the ghoul who ruins your dinners and your appetite by her vast knowledge of Food Values in Combination. In former days, when dieting meant that a lady just didn't eat, you set some concoction down before her, and it was whisked away untouched. This was hard on your hostess-spirit, but it was probably good for the lady's figure, and it kept the servants contented and well-supplied with delicacies. But those simple starvation days are gone forever.

Your modern Diet Bore considers food, except in the "proper combination," the enemy of mankind, and she never misses an opportunity to tell you that that innocent-looking little *ragout* you are serving is in reality a mixture of Vitamin B and C, of starch and protein, which in ghastly combination with the spinach on the side will blast your intestines, dynamite your pancreas, and cut your life-span by five years and three months. Plain reason is of no avail with the Diet Bore. It's no use to say, "Listen, my pet, is this your stomach, or is it mine?" because she will answer with quiet triumph, "It is your stomach now, my sweet, but it will be the undertaker's soon!" You've got to be more subtle and drastic than that. One possibility is to say—when you catch her in a décolleté evening moment—, "Goodness gracious, what are all those awful little blotches on the back of your neck? I've noticed them coming and going for weeks!" Another is to confine your social contacts with her to Mr. Bagby's Musical Mornings, and arrive on an empty stomach, preferably hers.

The Fashion Bore flourishes in all smart communities. One of the penalties of knowing smart women is that so many of them are aware of being smart. The Fashion Bore can spot the vintage of a Schiaparelli or a Chanel at a thousand yards. She knows before (Continued on page 96b)

Approved way to
effectually destroy hair

TODAY, ZIP is the only Epilator available for actually destroying hair growths, by removing the cause. Tested over a period of twenty years, ZIP has been used by thousands of women for effectually destroying hair on face, arms, legs and underarms. So simple. So quick. ZIP leaves no trace of hair above the skin

...no prickly stubble later on... no dark shadow under the skin. That is why so many screen stars and noted Beauty Specialists recommend ZIP.

Pleasant to use, and delightfully fragrant, ZIP acts immediately and brings lasting results. Special ZIP Kit (formerly \$5.00) now only \$1.00. Sold everywhere.

And if you prefer a cream depilatory use

NEW PERFUMED ZIP DEPILATORY CREAM

As delightful as your choicest cold cream

This is by far the most popular depilatory cream today. Simply spread on and rinse off. If you have been using less improved methods you will marvel at this white, delightfully perfumed cream. It instantly removes every vestige of hair; eliminates all fear of stimulated growths. Giant tube, twice the size at half the price—50c.

TREATMENT OR FREE
DEMONSTRATION AT

Madame Berthe
SPECIALIST

562 FIFTH AVENUE
(46th ST.) NEW YORK



PATENT PENDING

ZIP Spray Deodorant

The quickest and easiest way to apply liquid deodorant. New formula in a beautiful atomizer bottle, ZIP Spray Deodorant checks perspiration, 50c.

ZIP Cream Deodorant

At last, a physician's prescription for eliminating odors. This delightful cream, applied with finger tips, acts immediately. Fascinating carved wood container, 35c, 50c. All good stores or by mail.



PATENT PENDING

AIRFLOW CHRYSLER



"Refreshing"
THAT'S THE WORD FOR IT—

"Isn't it refreshing, that somebody has had the courage to build a really different motor car!"

We appreciated that remark when we overheard it at one of the early showings of the Airflow* Chryslers. And we are certain that the charming lady who made it found many other refreshing things about the Airflow Chrysler when she rode in one and drove it.

Refreshing to find a car one can enter or leave without dragging a gown over a dirty fender . . . a car with seats like divans . . . with real roominess for six or eight passengers and a special compartment for their luggage.

A car that glides so smoothly over any sort of road that you can read or write as

you go. A car so efficient in design that it combines almost unbelievable new possibilities in effortless speed with substantial economies in power consumption.

In short, the car of tomorrow is here today . . . offering advantages that all motor cars will some day be obliged to duplicate. Why not be first to enjoy them?

Write for the interesting booklet which describes the romantic development of Floating Ride. Address the Chrysler Sales Cor-

poration, 12198 East Jefferson Avenue, Detroit, Michigan.

Four Distinctive 1934 Models

CHRYSLER AIRFLOW EIGHT . . . 122 horsepower and 123-inch wheelbase. Six-passenger Sedan, Brougham and Town Sedan, five-passenger Coupe. All body types, \$1245.

CHRYSLER AIRFLOW IMPERIAL . . . 130 horsepower . . . 128-inch wheelbase. Six-passenger Sedan and Town Sedan, five-passenger Coupe. All body types, \$1495.

AIRFLOW CUSTOM IMPERIAL . . . 150 horsepower . . . 146-inch wheelbase. Magnificently-styled, individualized body types, prices on request.

1934 CHRYSLER SIX . . . *With independently sprung front wheels . . . for a levelized, cushioned ride . . .* 93 horsepower, 7 body types on 117-inch and 121-inch wheelbase. Priced from \$725 up. Four-door Sedan, \$795.

All Prices F. O. B. Factory, Detroit

NAME COPYRIGHTED 1933—CHRYSLER CORPORATION



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glands!

ROOT OF ALL COMPLEXION EVILS



Here are triplets who should be identical skin types. Yet each is so different that they cannot use the same soaps. The skin of one is dry; of another, oily; while the third's is neutral. Why? Glands! Sebaceous glands in the third or fatty layer of the skin. They, like you, require one of the three types of Pall Mall Soap, personalized for the special character of the skin.

DRY SKIN . . . Weakness of the sebaceous glands which fail to secrete enough oil to lubricate the surface layer of the skin. Cause? Diet, late hours, sun, wind, absorbent cosmetics, etc. Clue? Faded, lifeless, prematurely wrinkled skin; failure of powder to cling; chapping, cracking; irritation when ordinary soaps are used. Use Pall Mall Savon Coquet, a normalizing soap, especially blended to cleanse and lubricate the skin that's dry.



OILY SKIN . . . Weakness, too . . . overstimulation of the sebaceous glands which flood a surplus of oil out through the pores, over the skin. Clue? Enlarged pores, coarsened skin upon which face powder streaks and blotches. Ordinary, heavily fatted toilet soaps aggravate Oily Skin. Instead, use Pall Mall Savon Cheri, to cleanse without coarsening, to purify and refine the skin's rough or pebbled texture.



NEUTRAL SKIN . . . Normal sebaceous glands, secreting just enough oil to keep the skin youthfully pliant, exquisitely toned. Neutral skin is rare. Guard its delicate glandular balance against excessive dryness and oiliness. Don't trust harsh toilet soaps. Use Pall Mall Savon Castile, compounded of the world's costliest ingredients . . . the purest of cleansers, at once both pore-penetrating and bland.



"I am quite athletic. Summer sun and winter wind had weathered my complexion until it was parched. Powder would not stay on and the toilet soap I was using seemed awfully irritating. Then a friend told me about Pall Mall Savon Coquet. Needless to say I tried it. Now my skin is soft and smooth, and my complexion is lovely."

MISS NANCY TRAYLOR,
Daughter of Mrs. Melvin A. Traylor, and one of Chicago's most popular debutantes.



PALL MALL

PERSONALIZED SOAPS

The Bath size, 35c—Box of three cakes, \$1
Complexion size, 25c—Box of four cakes, \$1

Obtainable at better drug and department stores. If your dealer cannot supply you, send \$1 indicating skin condition—Dry, Oily or Neutral. State Bath or Complexion preference and we will forward you, postpaid, a full size box of Pall Mall Personalized Soap. Use one cake. If you are not satisfied, return the unused soap, and your full purchase price will be cheerfully refunded.

PALL MALL INTERNATIONALE, CHICAGO



DECORATOR'S SPRING SONG

(CONTINUED FROM PAGE 81)

or emerald-green and white, with a crystal glitter of lights would go far in lightening the congestion of the lobby and the spirit of the audience.

• The little Passy Bar with its very distinguished blue-and-white decoration has achieved some very ingenious wall-lights. Semicircular cornucopias of transparent white fabric have been fastened over the lights, which reflect up through strings of crystal beads, defining against the wall the exact shape of the shield. You can see this, too, in the small sketch on page 81.

• Shops as well as bars are taking unto themselves our best decorators. Near the Plaza, on Fifth Avenue, Steuben Glass has opened its shop with a complete and perfect decoration by Mrs. McMillen. The beautiful modern scheme employs the palest

grey as a background, heightened by a wonderfully illuminated glass rail about the upper balcony. There are no counters, but a small octagonal room invites a quiet selection of pieces. Comfortable chairs and sofas of yellow silk and a table upon which entire schemes in table-glass can be tried make this a new experience in shops. • In the Park Avenue shop of McBurney and Underwood, a spring collection of decorative objects makes its timely April appearance, ranging from flower prints by Beatrice Kendall to varied eighteenth-century vases shown by Marie-Louise Wickes, of Wickfield. There are many ingenious suggestions for using the new summer fabrics with furniture for the terrace, all assembled with a view to the refreshing of the town flat, as well as the country house.

ANTIGUA

(CONTINUED FROM PAGE 59)

tropical vegetation of the valley at the foot of Mount Agua, in which the Spanish viceroys built their capital.

One can ramble for days in these old palaces or browse around the ruined churches with their cloistered walks and fountains without ever being annoyed by would-be guides, postcard vendors, or souvenir hawkers. The inhabitants of this ruined capital, despite the installation of a gas-station in the shadow of its cathedral near the Plaza de Armas, have not become "tourist conscious." The streets are more or less deserted, except for Indian carriers with their loads of *tinajas de barro*, or earthenware jars. Practically the only evidences of activity are to be encountered at the city market, which occupies the ruined cloister of the old Jesuit church, where colorful native products and imported knick-knacks are displayed side by side. It offers a scene of surprising animation after an hour spent in one of the long-deserted monasteries. Except in the immediate vicinity of the old Palace of the Captain Generals—which is used as a government building—and at the market, a strange silence seems to brood over the city. The majority of the inhabitants are so hidden away behind the barred windows of their homes that one does not feel their presence.

I was very fortunate in meeting Alfred S. Clark, an American who has lived in Guatemala City for several years. He took me to one of the sixteenth-century palaces, known as the Casa Poponoe. It has been restored, even to its interior furnishings, by an American official of the United Fruit Company, who spends several weeks out of every year in Antigua. With its patio fountain, formal garden, stables on the first floor, and pigeon-cote on the roof, it is an architectural gem of the first water. The stillness of the deserted street outside and the perfume of the near-by jungle vegetation combined to make an unforgettable impression on me.

Within the last few months, several artists have bought old houses here and restored them so that they are at least livable. As they may be pur-

chased for a song and living is cheap—an Indian worker receives the equivalent of ten cents a day—there is every reason to believe that the foreign colony of Antigua will grow by leaps and bounds when its attractions are better known. No place on this side of the Atlantic offers such a contrast of the old and the new—and with such a delightful climate—as this valley below Mount Agua.

To many people, Central American countries suggest disagreeably hot places visited by frequent earthquakes and afflicted by even more frequent revolutions. But it has been more than a hundred and fifty years since Antigua has suffered an earth tremor of any consequence—and, as for revolutions, they are confined to the modern capital. Politics do not play any part in the lives of the Indians here.

On one of my afternoon rambles around the ancient city, as I passed the Church of La Merced, I noticed that an Indian boy, playing a reed instrument to the obligato of a small drum tapped by an old man, was summoning the faithful to Mass. I entered the church, one of the few important structures little damaged by the earthquake, to find it half-filled with Indian women in various attitudes of devotion. A priest was officiating before the main altar, and there was a slight trace of incense in the air. It was such a scene as one might have encountered nearly four hundred years ago in the same edifice. The only incongruous note was the bare electric-light bulbs which now illuminate the interior.

A few feet from the Arco de Santa Catarina—a covered bridge spanning the broad avenue that runs by the Plaza de Armas and which makes an effective frame for the symmetrical volcano in the distance—I ran into Ronald Colman, who had motored over from Guatemala City, where he was spending the day en route from New York to California. He confided to me that one hour in Antigua had convinced him that Paradise was a more or less superfluous place.

Although handicapped by a lack of first-hand information about the latter, I nodded in complete agreement.



Incomparable!

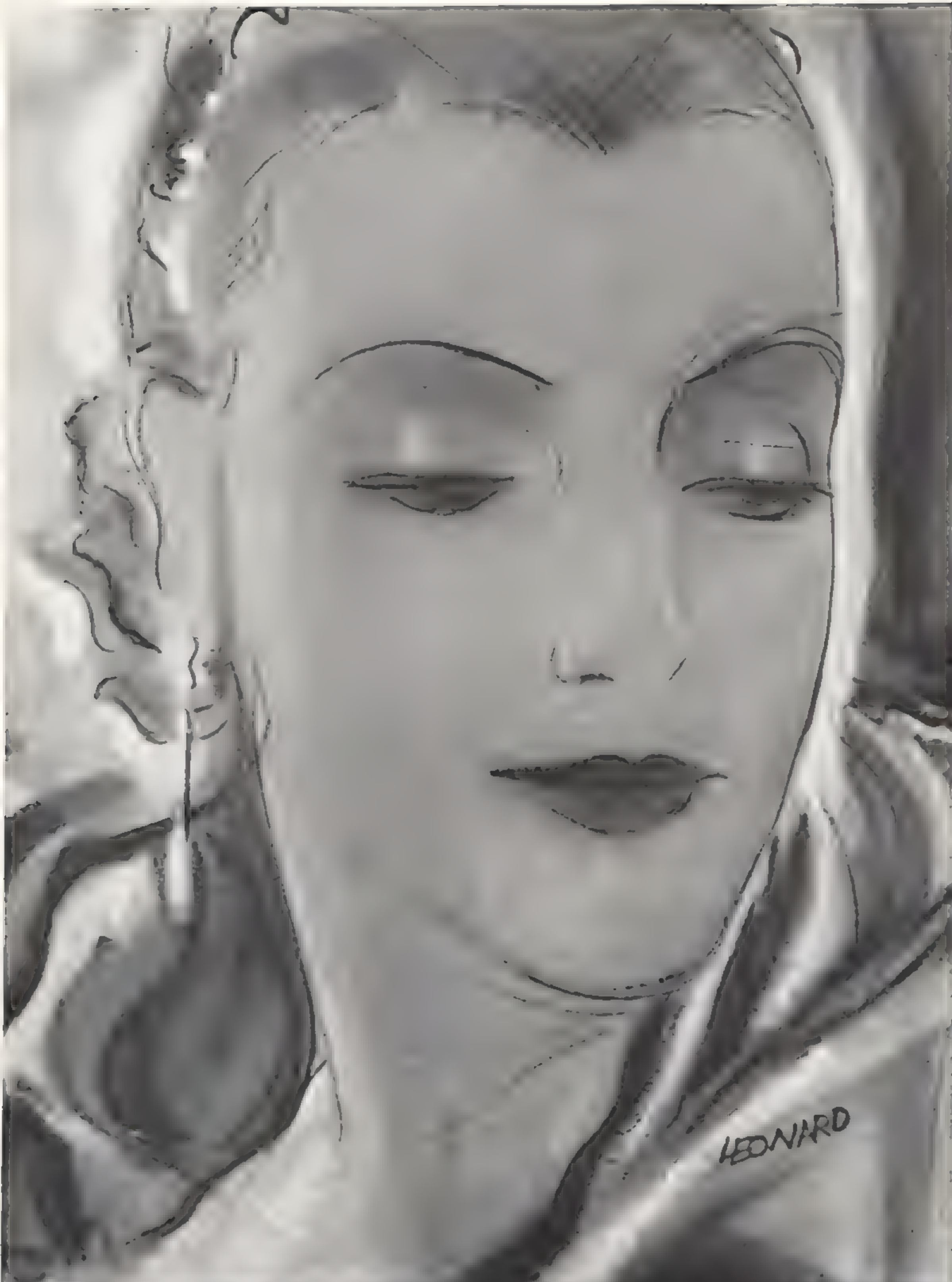
The master violinist, desiring the supreme instrument of his art, chooses no more confidently than the man or woman desiring the finest motor car manufactured today. The one selects a Stradivarius; the other, a new Cadillac V-8, V-12 or V-16. The one obtains a mastery of musical tone that is without parallel; the other, a mastery of motoring pleasure that is likewise unique and individual. . . . If this seems, in any way, an exaggeration, the most casual inspection of the new Cadillacs and the briefest test of their abilities will convince you it is but a simple statement of truth. For these new Cadillacs, built to form the new standard of the world, oversweep Cadillac's traditional margin of superiority and attain a leadership that will amaze and delight you. . . . Their beauty is the complete embodiment of their designer's art—unrestricted by any limits as to cost. Their performance so far transcends anything you have known that even long trips will find you reluctant to surrender the wheel. Their comfort, their ease of control, their safety, all unite to produce that *complete enjoyment* which makes Cadillac the supreme instrument of luxurious motoring! . . . Won't you promise yourself, now, to examine and ride in these new cars? You'll find but one word with which to describe them. They are simply *incomparable!*



C A D I L L A C



Standard of the World



DISTINCTION



Springtime in Paris

Springtime in Paris was created for those modern women who know the deft touches of personal adornment that convey distinction. The Springtime in Paris fragrance enhances a complete series of finest quality beauty aids which you will find at the better department and drug stores.

Face Powder \$1.25
Perfume \$1.25 to \$10.00

Rouge 85c
Lipstick \$1.25

BOURJOIS

BORE CONSTRICTORS

(CONTINUED FROM PAGE 94)

VOGUE does what the new trends are in coiffures, skirt lengths, and waistlines. These trends supply the entire body of her conversation, and she makes your life miserable by telling you that that off-the-face hat you're wearing is going out, when it just came in to you by the delivery door last night. She knows the contents of everybody's wardrobe in New York and can describe in detail every costume that Mrs. Harrison Williams ever wore, which, as a matter of fact, is more than Mrs. Harrison Williams and a couple of secretaries could do.

Sometimes, and this is piling Pelion on Ossa, she gets wind of the fact that you are going shopping that afternoon. She lifts her nose in the wind and whinnies like a gay young colt. She will accompany you. She does. With her swift and sure instinct for fashion, she supervises your shopping. You may have started with a quaint notion that you wanted a dark blue straw bonnet to go with a dark blue crêpe dress that you had left over from last year, but you quickly get over that, and, when you return from your shopping expedition with this vile Bore, you are in possession of a pair of openwork sandals that look awful on your bumpy toes, a magenta coloured boa that makes your complexion look like the East River at low tide, and an evening gown that would look awfully well on the dark and bizarre Josephine Baker, but looks like the devil on you. Blue hats, it seemed, were not smart, and you have a sneaking, shameful conviction that you should have given the blue dress (that three men proposed to you in) to the cook. You can think a long time how to cure this lady, but the only hope lies in a widespread social acceptance of Nudism.

LIFE IS JUST A BORE

This by no means completes the modern lists of Bores. These are merely some of the advanced cases. There is the Politically- or Economically-Minded Bore—the woman who discusses the quantum theory of money at every cocktail party, who knows what is in The President's mind, and can discuss the Mittel-Europa situation like a Berlin-exchange professor. There is the Repeal Bore who has just learned what kind of wine to serve with the soup and the fish, which doesn't explain why, at her house, you get them with the dessert and the nuts. There are the Family-Trait Bores—mostly older females, who are forever astonishing you with the information that young Willard (now at Yale) is going to be the living image of Grandpa Potiphar Q. Stuyvesant (now in the grave), and that god-daughter Myrtle already begins to resemble her old Auntie Gracie Vanderbilt quite a lot behind the ears. The younger Bores of this school get

crushes on some member of their immediate family, a mother, a sister, a brother, a cousin, whose virtues they are forever extolling and whose pallid persons they are forever including at the last moment in your parties.

There are also the Post-Mortem, or Past-Tense Bores, who seem unable to think or talk about anything that happened less than twenty-four hours ago—they live over in your presence yesterday's bridge hands, last night's parties, last night's witticisms, and last week's scandals. In a virulent form, these Social Zombies love to excite you with thrilling stories of the Summer in Maine, of the Birthday Party they had for Junior when he was six (he is now thirteen, but his birthday isn't until to-morrow, so that you are spared that), of what stocks dragged them low in the crash of '29.

IS THERE NO ESCAPE?

There are the Personality Bores, a comparatively new École of young ladies who believe that the way to make their personalities felt in the community is to be quite rude, abominably frank, violently vague on the subject of engagements, and late from an hour to three hours for any function. There are the World-Wearied Bores, the gals with the twisted smiles, who are frightfully cynical about everything but the opinion they think people have got of them, who are jaded, *dégagée*, and physically and mentally weary, if not positively limp. War, flood, disaster, rape, murder, or arson, it's all the same to them, just so long as they can make a wisecrack about it at frequent smart dinner-parties. Slightly more endurable are the Great Euthusiast Bores, pretty dears, who believe that life is a gift, that the Nazis don't mean all they do, that good times are bound to come back, because they always do, and that Everybody in the Whole World loves them just as much as they love Everybody in the Whole World, including such sweet personalities as Janet Gaynor, Rudy Vallée, and Tony Wons.

You could go on indefinitely like this, listing Bores. But, at this point, perhaps a sober reflection is in order: Whereas we are often bored, we are all of us, at some time or other, boring. The trick is to tell when. One good suggestion is to watch the face, or faces, of the people you are with. Watch for the glazed eye, the set smile, the gritted teeth, the clenched hands, the drops of perspiration that appear on the brow. Listen for the empty laugh, and the vague "You don't say so," that greets the boring remark. When all these indications are apparent to you, you may safely conclude that you are being a bore and that you should go to bed, or—you may conclude (as I do) that your friends simply have ague and fever, and that they should go to bed.



Smiling in the rain

EVEN when rain pelts against the windows of your car, you'll be dry and comfortable inside if your car has Fisher No Draft Ventilation. You can open one of those smart Ventipanes just a little, and out goes the stuffy air, in comes the pure fresh air, without drafts or any splatter of raindrops. This helps to keep the inside of the windshield clear for folks in the front seat, which certainly makes driving safer. And it keeps little folks in back seats from being chilled by drafts, or getting all hot and squirmy and restless. In fact, it would be hard for anyone to get tired of riding in the smart, strong, safe new Body by Fisher. The seats are wider, deeper — the cushions more luxuriously restful — the whole interior noticeably more spacious. That's one of the first things which will impress you, when you see and examine any of the new General Motors cars.





The world's Smartest low priced car—
119-inch wheelbase Six, low as

\$695

*Car illustrated above is the 126-inch
Wheelbase, Straight Eight, 115 Horse
Power, 5-passenger Custom Sedan \$1125

Not only does the new Auburn introduce a new high standard of quick acceleration, combined with quiet, smooth, flexible power—not only does it “hold the road” in a manner that makes it easier to drive and safer to ride in—not only does it run in an even, straight line with a minimized tendency to side-sway or roll—But climaxing all these performance-advan-

tages are the many ways in which the new Auburn takes the “work” out of driving. Auburn for 1934 makes automobile driving remarkably easy; more restful; more comfortable; requires less exertion and leaves you refreshed even after long drives. We invite you to ride in and drive the new Auburn models. If the car does not sell itself you will not be asked to buy.

6 CYLINDER MODELS \$695 TO \$945; 8 CYLINDER MODELS \$945 TO \$1225; SALON 12 MODELS \$1395 TO \$1545

All prices at the factory, subject to change without notice. Equipment other than standard, extra
AUBURN AUTOMOBILE COMPANY, AUBURN, INDIANA, Division of Cord Corporation

AUBURN



A pair of Pine Tree Lights before a tapestry at Castle Plars, in Italy, one of the homes of the famous "Ugly Duchess"

OLD LIGHTS MADE NEW

BY WEYMER MILLS

LIGHTING a room is always one of the minor problems of interior decoration. The marts for lighting fixtures are many, and one can always have what one's neighbour has. But, if you are possessed by an aesthetic urge demanding something distinctive and yet part of a room's complement, the chase begins. The decorator with the instinct for collecting from the storehouse of the past goes to antique shops. The modernist who sighs for the home atmosphere of the day after tomorrow usually studies the latest importations of "Die neue Kunst."

The serious student of interior architecture striving to give each of his creations decorative personality is well aware that the finished room when first lighted meets with its paramount test. Does night illumination enhance its aesthetic message—or mar it? Are the lighting fixtures that look so desirable alone in the shop in the scale of the room and the rhythm of its furnishings? There is always the danger that transportation can breed overnight witchcraft, as it were. Things become strangely enlarged and garish, and, then again, they may shrink. We all have seen those wall appliques that suggest canaries in a lion's cage—trivialities trying to il-

lume spacious dignity. The room offering the amenities of relaxation through the daylight hours should not shriek a disturbing invitation to dance with the turn of an electric switch—neither should its beaming sunlit quality end at nightfall with underlighting. The light supposed to be seductive is too often apt to catch the shadow of what is merely grim and slightly suggestive of the Funeral Parlour.

In the vast storeroom of the past, there are many receptacles for candles and oil, fashioned by patient craftsmen of some genius when Time was more leisurely. When these have charm, the adjective unique can be added. They were to light a world that knew little of wholesale production. Finished, they usually had to meet with the approval of a guild aware of the rules of symmetry. The fact that they have outlived generations speaks for their durability. Sometimes we chance upon a thing that fits absolutely into the pattern of a room. It may emphasize graceful period precision, temper that expression of twentieth-century taste where lines, planes, and angles may run towards Euclid, but run away from all that is comfortable and intimate in daily living. (Continued on page 98)



MARY Had A Little Lamb

Its Fleece Was White As Snow

The Only Place It STAYED THAT WAY

Was On The C and O

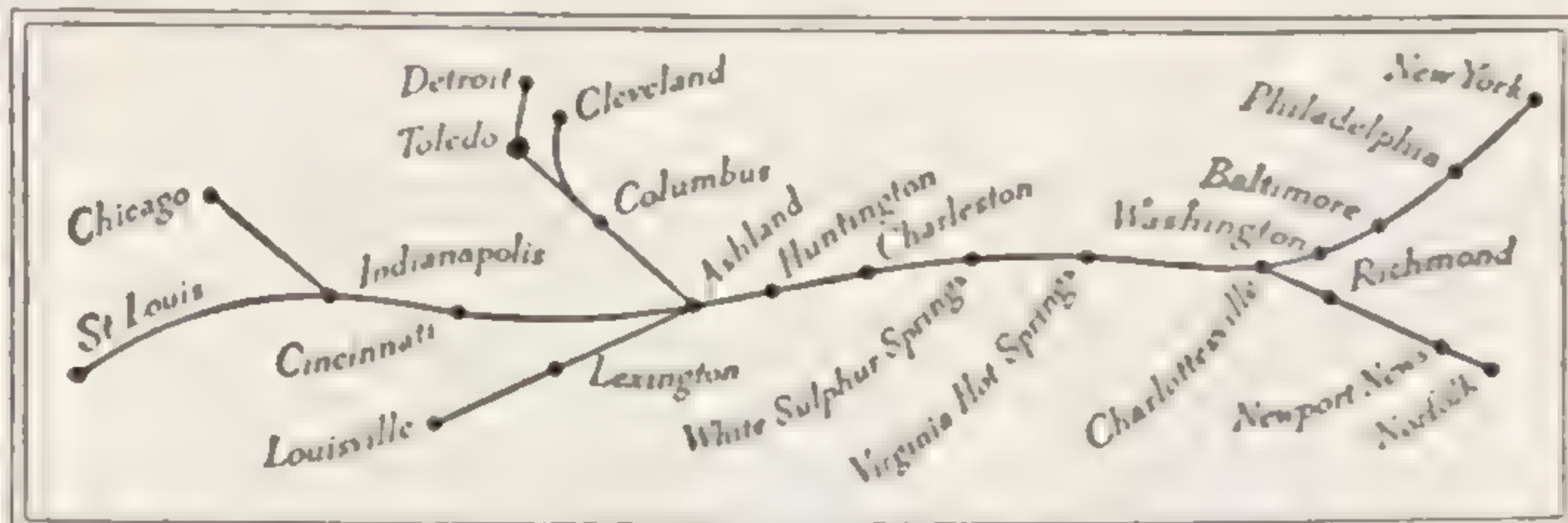
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THE GEORGE WASHINGTON THE SPORTSMAN • THE F. F. V.

The Finest Fleet of Air-Conditioned Trains in the World

Serving: Washington • New York • Philadelphia • Detroit
Columbus • Toledo • Chicago • Norfolk • Newport News
Richmond • Cincinnati • Louisville • Cleveland • Lexington
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Any ticket agent can route you on the Chesapeake and Ohio. **INSIST UPON IT!**



FREE TAIL SIGN FOR TOY TRAINS! Exact reproduction in full color of sign carried on observation platform of The George Washington. Send 3¢ stamp to cover the cost of mailing—508 Transportation Building, Washington, D. C.

CHESAPEAKE and OHIO

For branch offices see Travelog on pages 16l and 16m

Here, the glowing Pine Tree Light has been used as an integral part of a tapestry background. The stylized, carved tree is in natural colours; the pot in which it stands is done in old-silver and gold tones, and dates from around 1780



OLD LIGHTS MADE NEW

(CONTINUED FROM PAGE 97)

or just fit the pattern and weave of the every-day homy room—the room that is a sanctuary for its owner—a place whose every open door presents a vista of peaceful invitation.

The Pine Tree Light is a recent discovery for the realm of lighting fixtures. The original lights were used in an eighteenth-century family chapel in a forest castle. They are in carved wood a foot and a half in height. The tree foliage is painted green, enlarged leaf folding on leaf, and the urn is silvered and touched with gilt. A candle was inserted behind the tree. This, of course, has been replaced by an electric bulb for practicability. For the arresting lighting of a tapestry or a scenic wall, they are a revelation. For a deep-toned foliage tapestry, their colouring is near perfection. For the flatter and more pallid scenic wall, in old paper or fresh paint, one visualizes them in paler tints. For one of the newest white rooms in London, they are being decorated in white, tempered with silver and then an antique coating of

varnish. For a panelled room in natural wood, they are excellent unpainted—the wood stained a little darker than the panelling.

It is seldom that one comes upon anything so original and alluring in the hunt for something new in the way of lighting. The light hidden from view by the tree throws a glow on its given background—also a tree shadow. For a tapestry, a pair of them seems part of its weave caught in a burst of mellow sunlight or moonlight—according to the voltage of the electric bulb. For the scenic wall, they become more distinctive. They appear to greatest advantage on long wall tables, chests, and consoles or balancing the shelf of a chimneypiece. Each lighting fixture has its small voice in the language a room speaks. It should be beneficent whatever else. Often it is aloof and sometimes savours of the grotesque. The Pine Tree Light has the dignity of natural form and an imaginative appeal—the old and yet ever new romance of a tree.

ON HER DRESSING-TABLE

(CONTINUED FROM PAGE 92)

shape your mouth with its convenient smooth point, then you take off any superfluous bit with a tissue, and your mouth is practically set for the day. Along with its indelibility, it gives a moist gleam to the lips. Remember that it is a new form when you are using it—a sort of cream in stick container—and do as the directions tell you. It is available in most of the better shops. If you can't find it, you can order it direct from Franklin Simon, in New York.

Years ago, the little Houbigant vanity-case with its famous flower-basket was all over the place. Like most things, however, it had its day, and waned. Now, because people kept asking for a new one like it, it has been brought to life again, in the new Houbigant dull-finish powder compact. The case is in a chromium finish with a grey enamel top, and, of course, the basket of flowers is still there. The powder in it is the same dull-finish variety that you find in all the Houbigant face powders, compressed by a special process that makes it very fine and light. It has a new and lower price as an added attraction.

What amounts to a panacea for hair—just-after-a-shampoo trouble—is a greaseless, unscented cream that Jerome and Louis in West Forty-Seventh Street prepare for their clients. Je-Ro-Jé is its name, and the smallest amount of it, brushed lightly on your hair, will restore peace and order to your unruly locks and give them a lovely lustre besides. It has a persuasive way with waves, too, making them easy to push into place with your fingers and ensuring for them a longer life. If your scalp is dry and flaking, this cream has a pleasant way of relieving

this condition without being in the least obvious on the scalp and hair.

Another effective hair beautifier just now appearing in the shops is a new soapless, jelly-like shampoo known as Jellay. Points that shouldn't escape you about this shampoo are that it is innocent of alkali and free of acid—those arch-enemies of soft and shining hair; that it doesn't form calcium soap when it comes in contact with water (calcium soap is the stuff that can survive rinsing after rinsing, and make your hair sticky and dull); and that it leaves the hair silky and lustrous. It's conveniently packed in tubes. Could you ask for anything more?

This is for all of you hard-working business women who find it almost a superhuman feat to include in your schedules the necessary beautification of your poor tired faces and bodies. It is that Constance Gaul, in East Fifty-Third Street, will take you into her health studio on Tuesday and Thursday evenings of each week, and do all sorts of rejuvenating for you. If you have too much flesh in spots, or just want the soothing relaxation of an expert body massage, you can drop in there any time up until after eight o'clock on these evenings and be ministered unto. Or, if you covet the tan of a fortunate darling who has been South for the winter, you can readily acquire one like it under a coating of oil and a big sun-lamp. Then, there's a diathermic expert to give you facial treatments that not only put a glow of health into your cheeks, but tone and lift those muscles that have a discouraging tendency to droop. Still another pleasant feature of this establishment is the extremely moderate price range that prevails.



PHOTO COUNT DE MIRO

There is a fine art in making knitwear of distinction. The Glengyle label insures the highest achievement in style and craftsmanship. This unusual knit, with its soft, rippling jabots, comes in all the lovely spring colors. At better department stores and specialty shops.



FEDERAL KNITWEAR CO.
512 SEVENTH AVENUE, NEW YORK CITY



Here's *CLAUDETTE COLBERT* talking to YOU!

WHAT IS IT MAKES A GIRL IRRESISTIBLE TO MEN? YOU'VE ALL WONDERED HEAPS OF TIMES I'M SURE! ONE THING'S CERTAIN — MEN ALWAYS FALL FOR TRULY BEAUTIFUL SKIN...



WHEN I TELL MY FANS HOW REALLY SIMPLE MY COMPLEXION CARE IS, THEY ALWAYS SEEM SURPRISED! FOR YEARS I'VE USED LUX TOILET SOAP REGULARLY.



GIRLS, DON'T BE CONTENT WITH ANYTHING LESS THAN A TRULY FASCINATING COMPLEXION. IF YOU'LL TRY MY BEAUTY SOAP, YOU'LL SEE HOW EASY IT IS TO HAVE THIS CHARM MEN CAN'T RESIST.



PARAMOUNT STAR

Here Claudette Colbert talks to you about *her* beauty care... Lux Toilet Soap. Tells you how easy it is to have a truly fascinating complexion.

This bland, fragrant, white soap brings out the hidden beauty of your skin.

9 out of 10 screen stars use it. Girls all over the country are finding that this simple care... used regularly... keeps their skin radiantly lovely... soft and smooth.

Try it for yourself! Start today to win new loveliness the screen stars' way!



YOU can have the *Charm* men can't resist



For EVERY type of Skin...dry...oily...in-between

Scientists say: "Skin grows old-looking through the gradual loss of certain elements Nature puts in skin to keep it youthful. Gentle Lux Toilet Soap, so readily soluble, actually contains such precious elements—checks their loss from the skin."

Lily of France Duo-Sette

All Lily of France Duo-Settes are the result of fine quality fabrics, perfect craftsmanship and designing skill directed by a thorough knowledge of style and the requirements of all types of figures.

The Boneless Duo-Sette shown herewith was fashioned in this manner, with the accentuated cup bust definitely emphasized.

At all quality stores
from \$10 to \$45



SHOP-HOUND

(CONTINUED FROM PAGE 84)

and die." If there is another smell as soul-satisfying as that of good leather, then this travelled and experienced dog has never found it. The Wheary luggage looks as good as it smells—a dog, even a poet, can say no more. Years of experiment have passed before this final achievement of absolute non-warp-ability—the *bête noire* of rawhides—and now—at last—the dear public can see their translucent love done up in style even to the bindings and the handle. (Wear-ability and lightness have been well thought out, too.) You can get an eighteen-inch overnight case for about \$23.50, with any or every companion piece you might want, up to the tremendous movie-star size trunk opening on a swivel (sparing the rugs), for about \$145.

• Even Lord Kitchener, so the story goes, found time in his busy and eventful life to trifle with invention—to perfect the lowly egg into a dish fit for a chef's wonder. He took a small earthenware jar with a screw top and into this put dashes of cream, salt, pepper, and the broken egg. The top was then screwed tightly, and the whole immersed in boiling water. This is no bromidic striving for the new, but the shrewd wisdom of a brilliant man. You can get these jars at Fortnum and Mason for less than a dollar each.

• Such well-thought-out daintiness as the children's underthings at Marcelle Julien's (22 East Fifty-Fifth Street) I've seldom seen. She has a practical, if hand-made mind, and her tiny underthings are of the finest batiste and narrow Valenciennes lace and easy-to-let-out tucks and pleats so strategically placed that the most incorrigible growing-up process will be thwarted. The panties and pantie-waists cost about \$4.50 each, and the square-necked slip about \$8.50. Very Vere-de-Verish and no end practical.

• It takes a woman to go to all the trouble in the world to make you comfortable and happy. I have Vera Sanville and her little shop at 746 Madison Avenue in mind. That woman positively wears me down with her thoughtfulness. Here are some facts I gathered about the clothes she sells. While she is loved and revered for her good taste and business judgment, the exclusive makers of ready-to-wear clothes see another side. One American designer who is something of a power in the world of clothes said to her recently, "Mrs. Sanville don't you ever—just once—buy a model as is?" And Mrs. Sanville, in her soft English accent, said, "No, my dear, I always have in mind an individual patron, and, even if my clothes are ready-made, they are different—and in that difference lies a world of distinction." And so they are. A famous model made as a black tulle dress became a "Ford" overnight, but Mrs. Sanville changed it into brown tulle with yellow satin, which didn't even have a bowing acquaintance with the same model in black on the dance floor at the Seaglades. Every dress, suit, or coat bought here is gone over by a dress-

maker of the old school before it is delivered to you; buttons and snaps are sewed on for life, loops are tightened for long service, every little seam is inspected for accurate stitching, nothing is left to chance. And Mrs. Sanville is doing a noble job in millinery. Take for example a blue-and-white print dress with its own blue wool coat (the town dress for now); to go with this, she makes on your head a blue alpaca hat with a brim of the print. She does this right through her moderate-priced collection, and the remarkable part is that she does it for about ten dollars a head.

• We all have our moments in life—and the most important for the fair damozel is still the change of name. Because I'm helpful by nature, I've scurried hither and thither to give you the dope on wedding stationery. The Crane people have achieved perfection in their paper that is so near parchment it took my breath away—and would worry a sheep. You can get it in their Park Avenue non-fold size and be truly aristocratic—at Marcus. Then Strathmore makes their own particular pet called the Strathregal. It is made in single-fold size and is dead-white, thin, and oh so smart. Wanamaker has this. Both are pretty extra special.

• I went up to see Maria Constantine surrounded by her new hats. What a lot this girl learned about hats in Paris! She can take a flat of felt or straw and drape it on your head, and at once you are dangerous or demure—whichever you order. Maria is particularly proud of her hats for important matrons—she says that so few milliners do them well. With her canny foresight, she learned from Suzy in Paris how to do them—not only well, but superlatively. "With tears and heart-breaks, I applied myself to purple velvet when I longed to be working in cerise taffeta." Hats for debutante daughters cost from about \$12 to \$18; for their mothers, from about \$15 to \$20.

• A party suit which proclaims the man child has been made by Florence Parke (at 25 East Fifty-Fourth Street), and proud fathers are willing to buy her at least two laurel wreaths. Miss Parke seems to have great sympathy for fathers and knows what humiliation and groaning of spirit attend their seeing their three-year-old Don Juans in fluffy ruffles. She took father's own dress shirt as the beginning of the idea for the blouse—a masterpiece of pleated plainness in sheer white linen. The shorts, of navy-blue Viyella flannel, are complete to belt and proper pockets. At about \$10.50.

• Really, this knitting craze is getting out of bounds. Soon it will rate first-page space—the manufacturing of knitting yarns has become a major industry. The Ederer Thread Company is doing a swell job with their new Ederlin linen yarns. Lord and Taylor will show you this latest achievement. If you don't appear on smart beaches this summer in an "I knit my own," you are going to feel like a slacker. A two-ounce ball costs about 60 cents. (Continued on page 102)

A salon facial... *With your own hands!*



SIMPLE AS 1-2-3

1 CLEANSE**2** LUBRICATE**3** STIMULATE

● Salon care for your face . . . *all by yourself?*
Is it really possible to give yourself the same daily home treatment that's prescribed for the loveliest patrons of Dorothy Gray's Salon?

Yes . . . more easily than you ever dreamed. For Dorothy Gray has made her Salon Facial so simple! Do just three things . . . use just three preparations. And watch how quickly your skin takes on that "salon-cared-for" look.

This is the "1-2-3 Facial"

1. *Cleanse.* At night, use Dorothy Gray Cleansing Cream, to float out pore dirt.
2. *Lubricate.* Then, smooth in, and leave on overnight, an emollient . . . to soften, and help smooth out lines and wrinkles. (Special Mixture for dry skins, Suppling Cream for normal and oily skins.)
3. *Stimulate.* Next morning, cleanse again; then, with a lotion, contract the pores and pat up

circulation. (Orange Flower Skin Lotion for dry skins, Texture Lotion for coarse pores and oily skins.)

Each day, for at least two weeks, do these three simple things. Watch your skin grow *smoother, clearer, more radiant.*

Special \$1 Package

You can buy the Dorothy Gray preparations for your "Salon Facial" at all better shops. Or, if you prefer, try the special "Salon Facial Package" at \$1. It contains all three preparations in generous sizes for a thorough trial of the "1-2-3 Salon Facial." There's one box for dry skins, another for oily and normal skins.

Have you some abnormal skin condition? Coarse pores? Crêpy throat? Wrinkles? Dorothy Gray has a simple corrective preparation for every skin fault. At leading shops.

DOROTHY GRAY, 683 FIFTH AVE., NEW YORK

SPECIAL... AT YOUR FAVORITE SHOP

Dorothy Gray

SALON FACIAL PACKAGE

The "Salon Facial Package" contains:
1. Cleansing Cream. 2. An emollient cream (Special Mixture for dry skins; Suppling Cream for normal and oily skins). 3. A stimulating lotion (Orange Flower Skin Lotion for dry, delicate skins; Texture Lotion for coarse pores and oily skins).

\$1⁰⁰

FOR A LIMITED TIME

Dorothy Gray

IN CHICAGO BY MARSHALL FIELD & CO. • AND BY THE BEST STORES IN THE UNITED STATES & CANADA

SOLD IN NEW YORK BY ARNOLD CONSTABLE & CO.



LIKE THE FIRST *Spring* ROBIN

This gay and exciting "Sunday Night Knit" wakens new interest in another season. It is two-piece and trimmed at the neck-line with flower-like petals of fabric. Available in a variety of Spring's most refreshing colors and hand-crafted of "Mar-glo," a new and exclusive boucle yarn with MARINETTE.

Marinette

MARINETTE KNITTING MILLS • MARINETTE • WISCONSIN

SHOP-HOUND

(CONTINUED FROM PAGE 100)

• The Maiden Form Brassière people have several numbers known to the trade as runners—and a runner in a shop is the same thing as the belle at the ball. The Half-Way, the Pull-Apart, the Hold-Tight have been selling like hot cakes in flesh crêpe de Chine or peach coloured net. They couldn't improve upon their little numbers, so they had the grand idea of doing them in white for summer. Allah be praised for great minds! They are certainly a help to a girl. Best has these brassières priced from about \$1.50 to \$2.

• Every successful cocktail party calls for preliminaries to produce that delectable array of hors-d'œuvres. One hurdle I've never been able to leap is to cut my cheese thinly and slimly enough to look well when toasted. But the English know how, and Saks-Fifth Avenue learned from them when they imported their cheese-knife. It really looks like a flattened spoon with a bladed slit that goes horizontal-ways where the bowl should begin. Paper-thin your cheese emerges—just proving that the English *know*. This cheese-knife costs about \$3.50.

• Kiltie pants for the female hound is Abercrombie and Fitch's latest whimsy, done up with great style in severe plainness for a Scotch lassie, or with lace for the more frivolous Peke! Suspenders hold them on. They cost about \$1.

• A Frenchman has invented a smooth trick—Tubascope (sun-glasses to you). Sun-glasses which permit you to look upon the world with your own eyes and at the same time give perfect protection. The story runs that he got the idea from peering through an aperture in a feudal castle. Husbands returning from the South speak highly of these glasses—with them, you may look upon pulchritude without interference of coloured glass, sun-blindness, or your wife. At Abercrombie and Fitch, for about \$1.

• You can strike a wanton motif of crisp sheerness when you twist about your throat one of McCreery's new flax scarfs, copied exactly from one seen at the Paris Openings. These are gay and madcap and will add no end of blitheness to your new black taffeta suit. The price is less than \$1.

VOGUE'S SPOT-LIGHT

(CONTINUED FROM PAGE 71)

happens to the young Edinburgh medical student almost as much as what happens to Raymond Massey and Gladys Cooper and Adrienne Allen in their three-cornered anguish. They get you, these decent people.

"Dodsworth" gets you—for that and much more. Sinclair Lewis and Sidney Howard and, above all, Walter Huston have made you care terribly what happens to Sam Dodsworth—as decent and fine and touching a man as the stage has evolved in years. Huston's performance is nothing short of great—at once noble and irresistible. The rest of the cast lives up to him: Fay Bainter as his parvenu wife, Nan Sunderland (Mrs. Walter Huston) as his salvation. Without losing any of its essential honesty, the whole play runs on the well-oiled wheels of expert dialogue and flawless staging. A grand treat, "Dodsworth."

"They Shall Not Die" is certainly no treat. As its theme, the Scottsboro trial, might imply, it is an acutely horrible evening in the theatre: grim, brutal, infuriating. But it should be faced and endured, if not for its violent urge towards justice, then for the superb acting of the cast as a whole and Ruth Gordon in particular, who, as one of the perjurous prostitutes, gets you by the throat. It is a dangerous play, born to agitate. It might well cause riots.

• A few of the pictures on pages 70 and 71 need explanation. Tcherkassky first. He is the Russian singer who made such a perceptible hit in the

Russian Opera Company this season, particularly for his acting in the new Tcherepnine opera, "Ol-Ol." Intelligent listeners have found in him qualities not unworthy of a Chaliapin. So keep him in mind, star-seekers.

• The little room shown on page 71 is by Mrs. C. Reinold Noyes, a lady who has access to the most charming homes in the country and who loves to paint informal portraits of them. "Etcetera," on Fifty-Seventh Street, has just been exhibiting her work, which ought to appeal to all those possessive and domesticated creatures who adore their own surroundings and want them perpetuated in a form more personal than photography. Mrs. Noyes has painted rooms in the homes of Mrs. Edward P. Mellon (the one reproduced), Mrs. O'Donnell Iselin, Mrs. Jay Gould, Miss Mabel Choate, and many others.

• Albert Sterner, whose "Blue Beret" is shown next to Mrs. Noyes' interior, should need no explanation. His eminence in the field of conservative art has long been acknowledged. Particularly as a draughtsman, Sterner stands high in the country's art. His drawings combine the care and technique of tradition (an aristocratic tradition) with a freshness of vision that lifts them out of the academic world into the living one. In his present show at the Kleemann-Thorman Galleries, paintings predominate; some rather Blakian in their mysticism. This girl's portrait shows him at his simplest—and his most successful.



ADAPTED FROM INSPIRED DESIGNS
ON FAVORITE COTY PERFUMES.....

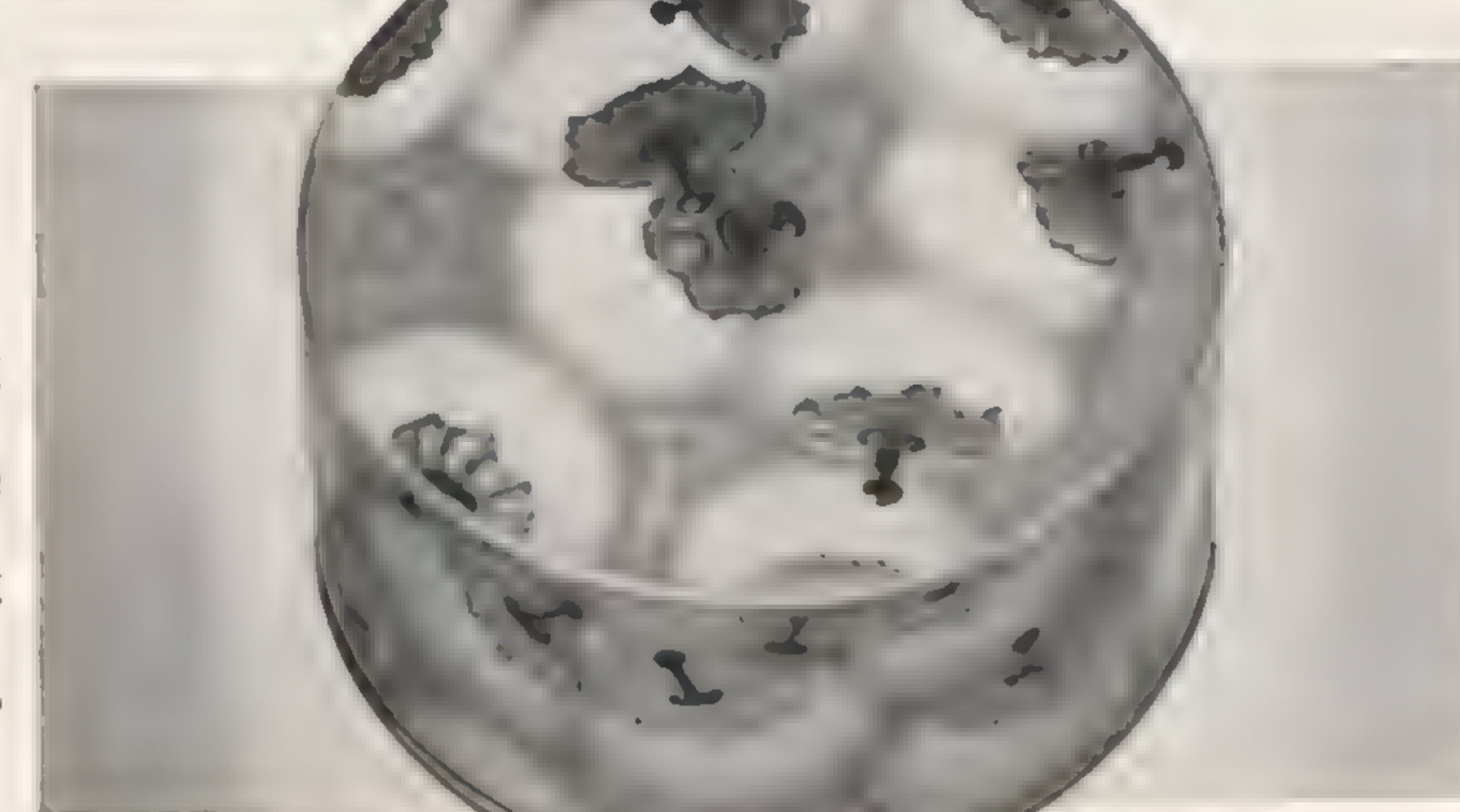
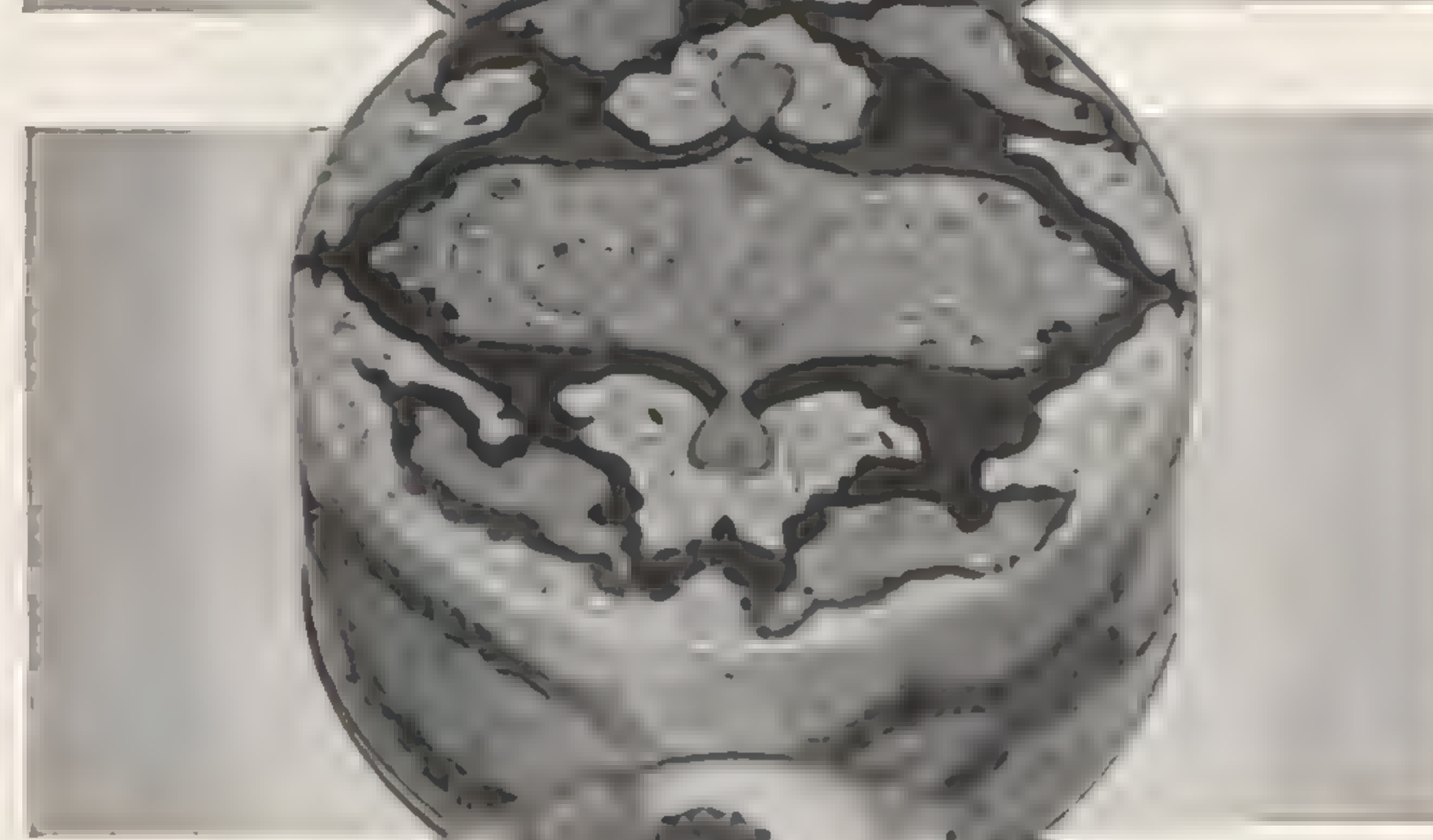
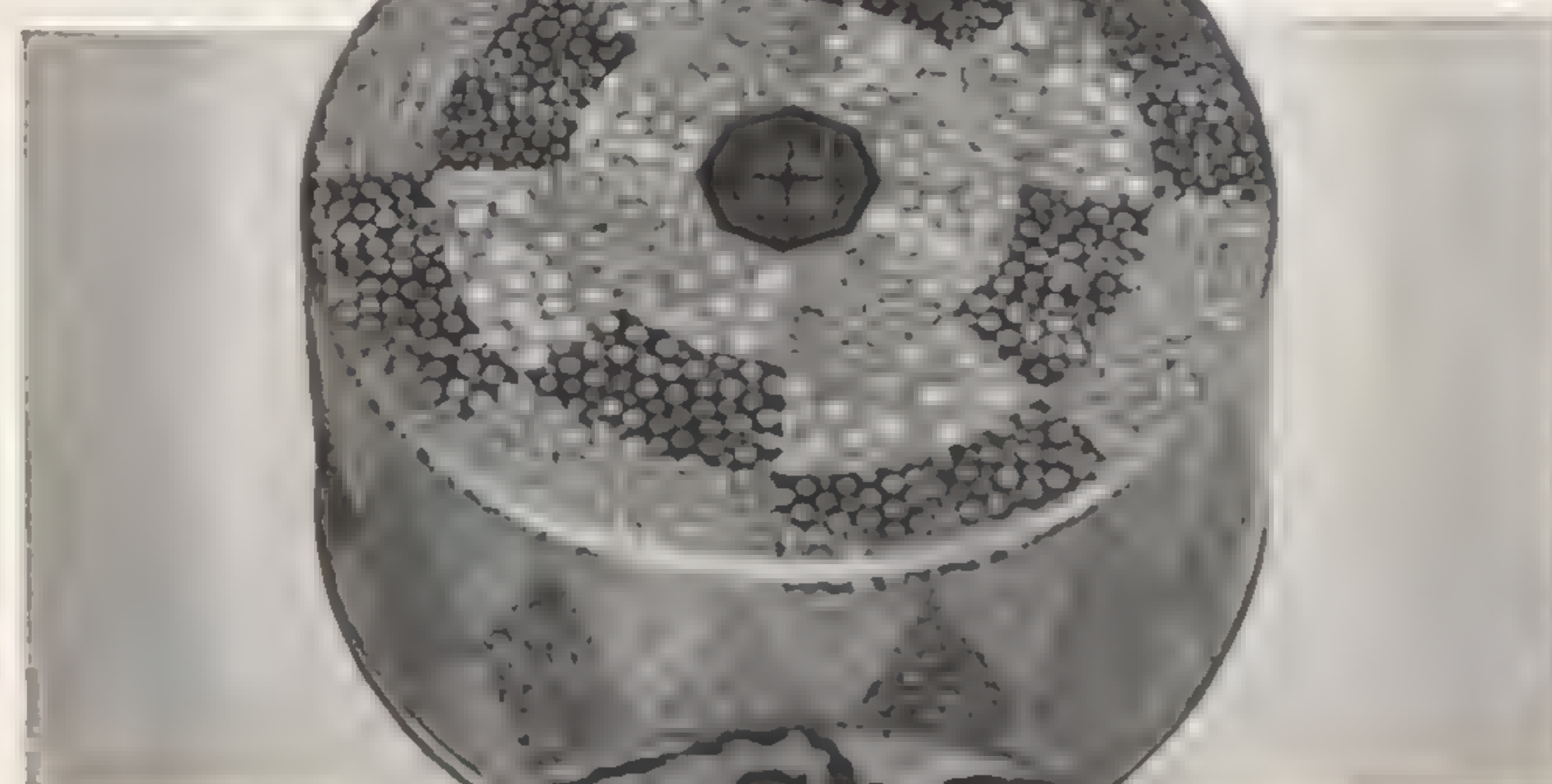
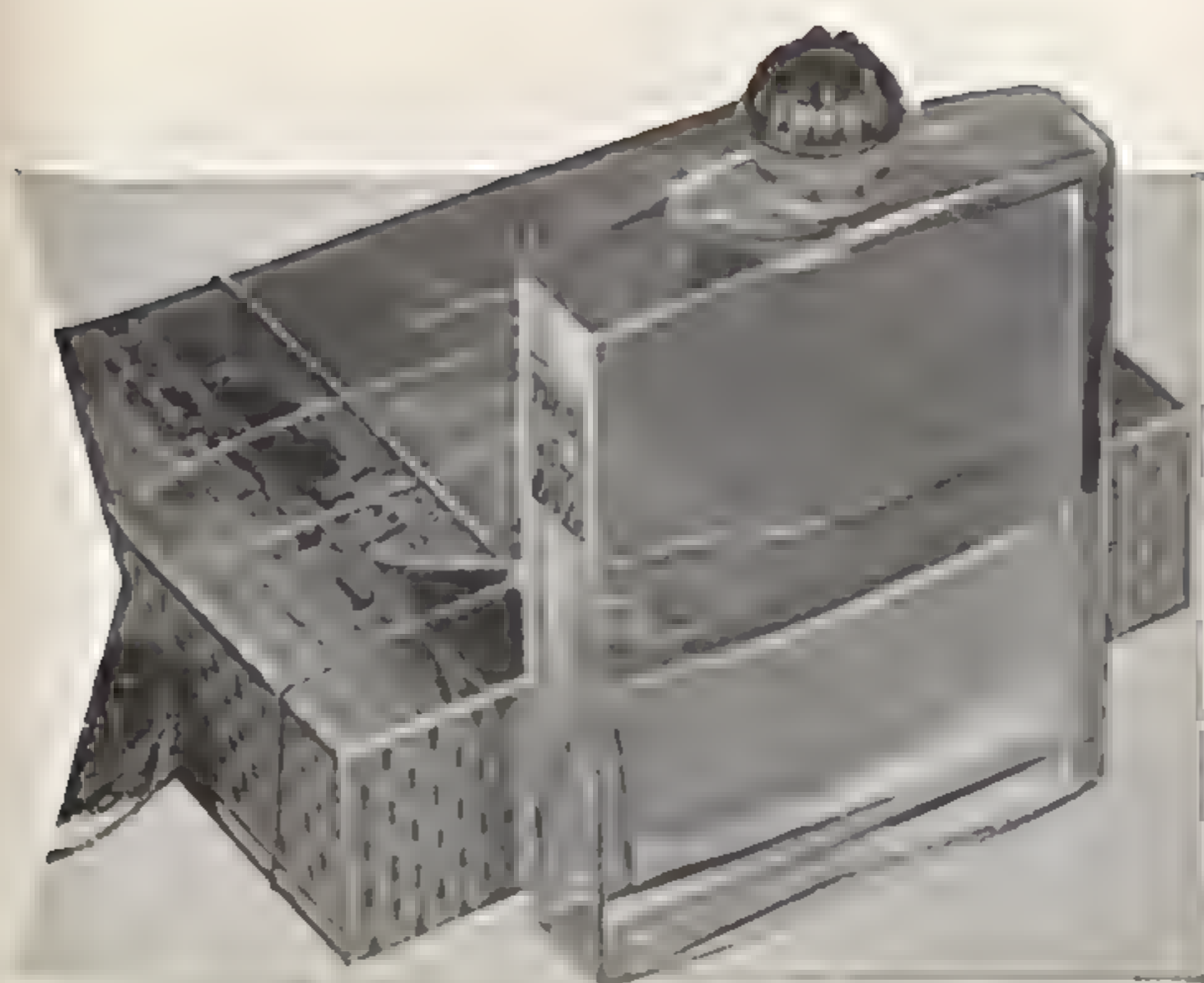
3 New Boxes for Face Powder!

You'll find it a lot easier now to choose the perfect Face Powder! Your own complexion is the correct guide to your powder tone; and to select your preferred powder *odeur*, you have only to look for these exquisite new boxes! Coty has adapted them from inspired designs on boxes of celebrated Coty perfumes—glamorous *"Paris"*, sparkling *L'Aimant*, luxurious *Emeraude*!

To the famous "powder-puff" box is reserved the honor of presenting world-loved *L'Origan*, *Chypre*, *Styx*, and various other delightful *odeurs*.

Now, Coty Face Powder gives you *everything*! A fine-textured Powder of acknowledged *purity*, amazingly *true* in *tone*. A Powder renowned for its grit-free, *caressing smoothness* on your face; for the *vitality* it gives your skin. A Powder sweet and delicate with *fresh fragrances*—each now so easy to identify by the *handsome* boxes you see pictured on this page!

Coty invites you to judge its powder by the *beauty-tone* it brings your face! See all these adorable new Powder Boxes at your favorite cosmetics counter.



COTY



If you could only see how Vogue Patterns are created

If you could see the birth of a few Vogue Patterns, you would know why they have such a pleasantly spontaneous air. It takes a lot of labour to achieve a casual effect!

Here's what happens . . . a Vogue designer, conscious of every phase of the mode-to-be, conceives a new idea. Every line is worked over, every dart placed to the nth degree of perfection, every dress studied and changed and fussed with until our pattern designers are completely satisfied. Then it must meet the acid test . . . it must pass the approval of Vogue's fashion staff. Only if they deem it worthy, is it given the permanence of tissue paper.

And what magic there is in that paper! How cleverly it helps transform your cloth into a lovely costume. It guides you accurately, so that every step of the way is simple and the resulting dress is a thing of loveliness—correct, well designed, utterly "Vogue".

Vogue Special Pattern S-3705—One-piece frock with or without long sleeves. Smart short peplum. 30 to 42. \$1.

6625—A charming one-piece frock for a sheer fabric. Collar treatment and sleeves both have two versions. Sizes 30 to 42. 60c

S-3706—A one-piece frock which achieves interest by the clever way it buttons. Collarless, but soft at the neck. 32 to 44. \$1

6619—Belted overblouse with a nice trim look. Sizes 12 to 42. 30c
Skirt No. 6634 has eight gores and a slight flare. In 25 to 36. 30c

6620—Tuck-in blouse; tucked frill collar and cuffs on long or short sleeves. 12 to 42. 40c. Skirt 6635, two-piece; 25 to 36. 30c

6626—Three-piece ensemble. Tuck-in blouse; cap sleeves. Skirt may be ankle length or shorter. Smart jacket. 30 to 40. 75c

Only a Vogue Pattern can make a "Vogue" dress

Designs for dressmaking



Coat No. 6629 - There's spring chic in the dashing wrist-length cape that swings from the shoulders of this "easy-to-make" coat. Of Forstmann's Forstone coating

Frock No. 6627 - has the new forward movement in its rippling jabot collar, and its "easy-to-make" of Moss-Stills printed crepe

Back views and sizes on next to last page

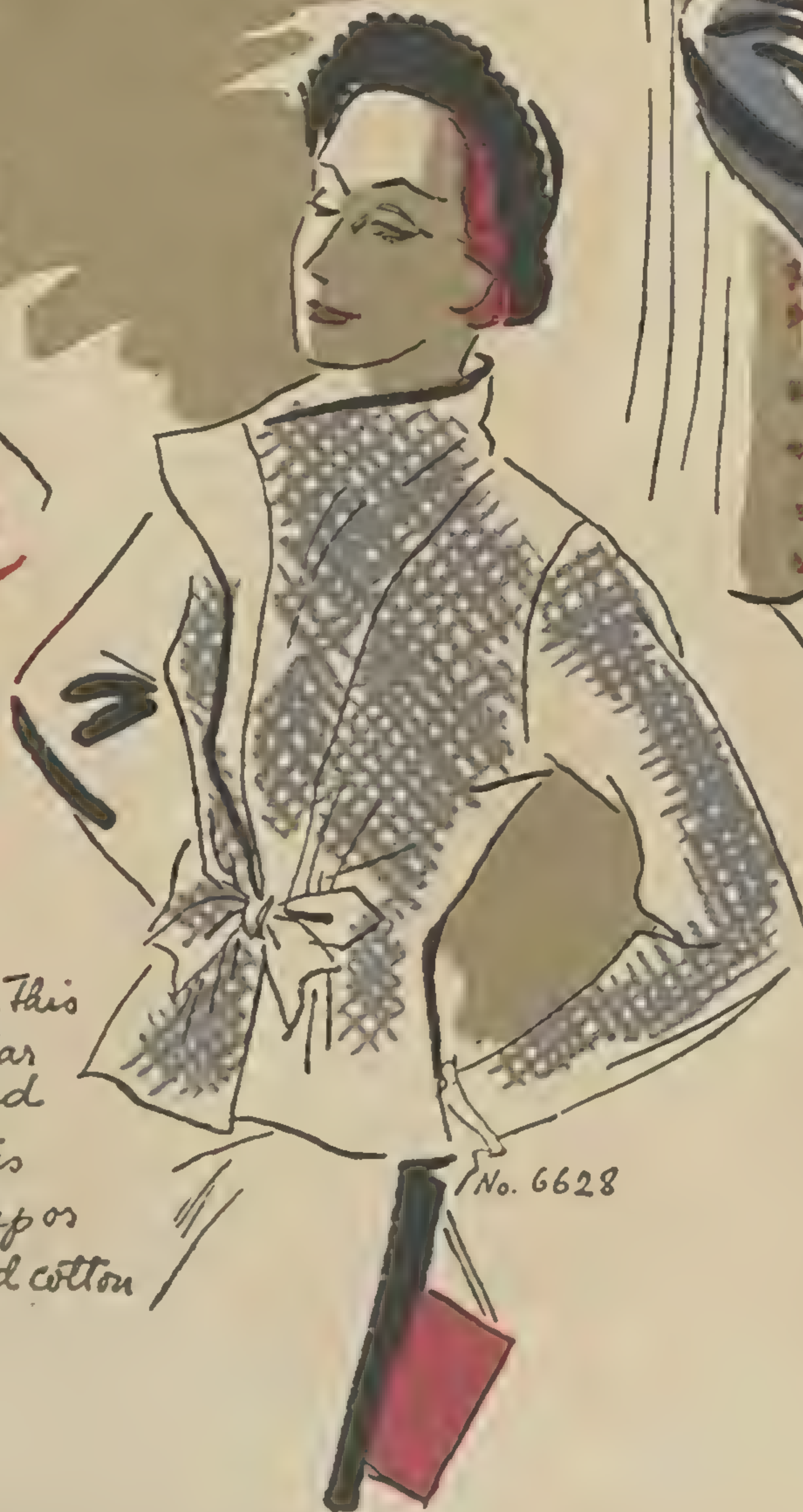


Suit No. 6631 - Here is a practically indispensable outfit for spring wardrobes. What you can't see are the low-placed pleats in the skirt back and the action pleat in the back of the blouse. Of Everfast plain peasant linen and gingham

Flounces and Frills

Coat No. S-3703 - A soft coat with the new dressmaker look, sleeves that are kimono cut in back, and a half-belt. B.M. Kaufman's lightweight wool.

Frock No. 6636 - Soft jabots and new graduated skirt length give this dress its wind-blown look. Of Marshall Field's "Beau Monde" print.



Jacket No. 6630 - The peplum on this jacket is new - so is the circular frill. Marshall Field foulard.

Jacket No. 6628 - The collar of this jacket may be worn either up or down. Fuller Fabrics' Sanforized cotton.



No. S-3702

Ensemble No. S-3702 - The new square collar on this dress is gathered at the corners. The one on the jacket is gathered at the extension of the sleeves. of Foreman's printed challis



No. 6637

Ensemble No. 6637 - more flounces - a circular collar turns into a frill down the front, and there is a flounce at the bottom of the skirt. The jacket is collarless. Butterfield's Chiffon de Chine



No. 6632

Frock No. 6632 - The bolero idea in organdie achieved by a large circular collar. of Everfast Swiss organdie

Back views and sizes on next to last page

Sweeping Lines



No. 6633

Back views and
sizes on next to last page

Frock No. 6633 - Note the flung-back skirt
fulness and draped waist-line. The evening
version is of Mallinson's printed chiffon.
The afternoon frock, of Celanese organdy

Evening Frock No. 5-3704 -
dramatically emphasizes its
form-fitting lines by the uses
of contrasting fabric at the
sides and back of the bodice.
of Skinner's heavy crepe

No. 5-3704

GOOD NEW DAYS

(CONTINUED FROM PAGE 73)

distance to see, and, if the ghost of Mr. Urban ever walks, it might well drop in at the Persian Room and look things over: the chances are it would approve.

Consider too, as Exhibit B, the café at the Barclay. Now the Barclay has always been one of those hotels that is terribly nice—and essentially discreet. If Repeal were to swing us backward to the Gay 'Nineties, the Barclay would have been half-way there already, in spite of the fact that its clientele has always been dotted with those lucky ones who have just got off a boat and are just about to take a train. But its café, a law unto itself both in decoration and atmosphere, proves that any such return to the past has been thwarted. The room is done in brown and gold, is extremely comfortable, and the people who frequent it are for the most part young and "interesting." They drift in and out, and a string trio serenades their comings and goings. Here, incidentally, is one of the few places where you can drop in alone for a drink without feeling like a leper.

THE GOLD-RUSH

Quiet places, these (though not too quiet), designed for drinking; for casual liqueurs; for after-theatre highballs; and for the ubiquitous cocktail. (They told us—the wise ones—that with Repeal the cocktail would fade from the scene, a prediction which was about as accurate as the others made by self-appointed prophets.) They typify the general school. The Park Lane "Round the World Bar" is of the same genre, except that it is more crowded and that the Howard Chandler Christy murals are likely to frighten away any one who has an artistic conscience. Nevertheless, it has been a tremendous success right from the start. Like the Barclay, it caught on—and, that accomplished, had to deal only with the problem of finding enough tables for the customers. The Weylin and the Madison—especially the Madison—caught on, too. These also were "quiet" hotels to which the return of legal liquor meant not crème de menthe for old-lady guests, but an influx of young people who had hardly known of their existence. Places like this awoke all right, as was foretold, but they awoke to a new day and not to a repetition of the old. The rushed waiters are still bewildered, the managers still can not believe their eyes when they see every seat occupied. They, of course, expected the ladies to come in, but such young ladies, and with so many young men! It is the gold-rush, and the hotels are afraid that some fine morning they will discover that it was all a dream, a pretty dream of wish-fulfilment.

Then, there are the larger establishments, those to which you go when you want to feel a surge of people about you, where you go when intimacy is less desirable than crowds, crowds, crowds. For years, their dining-rooms and supper rooms were inhabited, and these sparsely, only by travelling-men and elderly folk. The travelling-men are still there (or at the Hollywood and the Casino de Paris), but, except on gala occasions,

the *grandes dames* dine in their rooms. Down-stairs there is too much noise, too much music, too much dancing.

First, there is the Waldorf. Here you have the kind of hotel which Arnold Bennett memorialized in "Imperial Palace" and over which Mr. Lewis's Myron Weagle wanted to lord. Go to the Sert Room—dignified, elegant, unique—for a danceless dinner, and you may be able to believe that, after all, Repeal has brought back another age. Then, step across the lounge and enter the Empire Room: you'll soon change your mind. Jammed with as odd an assortment of people as can be gathered within four walls, the Empire Room supplies food for thought as well as for the body. Sprinkled among the smartest people around town are well-stuffed families from West End Avenue, downy youths to whom this night is obviously a big night made possible with the savings of a month, out-of-towners whose prime motive is to be able to say that they dined at the Waldorf, here and there a couple who have come because of Madriguera's rhythms, and, of course, always a goodly number of the ultra-fashionable. They jostle one another on the floor, they eye one another appraisingly from adjacent tables. There is, after all, only one Waldorf.

Hardly less chaotic is the Biltmore's Casino Bleu, where Paul Whiteman's orchestra dares the dancers to be as graceful as the music it offers. The room is large and well-proportioned (with a canopy that should be removed), and scattered around it you will find more young than old, because Whiteman music is like that. As a matter of fact, the chief attraction here is not the patrons, but the members of the orchestra, who exchange banter and quips during the intermissions and all of whom seem to be able to play at least three instruments. Yes, the Biltmore should be seen too, especially if you like to dance on a decent-sized floor. Sometimes, you wish that Mr. Whiteman would pay more attention to the people he can see and less to his radio listeners, but then. . . .

CHAMPAGNE AND CHARM

For a more restrained atmosphere, there is a group of hotels which somehow are united by their manner and mood, as well as by their geographical location. Delmonico's, Pierre's, the Savoy-Plaza, the Ritz—these are for dress-up evenings. Here is the nearest equivalent of "the civilized pleasures" which we are told we should enjoy; here is the nearest thing to the old, pre-prohibition New York. Champagne flows, and is savoured; dinners are leisurely and long. Farther downtown is another hotel of the same variety, the Vanderbilt, in whose cavernous Della Robbia room the older, gentler art of dining returns. Both people and music are well-bred here, and in the others already mentioned, but somehow, when you come out again into the street, you feel as if life had eddied around you during the past hour or so and that you had been left on an island far away in time and space. It is a pleasant feeling in a way, too. (Continued on page 106)

BY VAN RAALTE

in Rayon by Du Pont



The girdle-strength Singlette

VAN RAALTE gives you a new figure—a more seductive one; a new fabric—a firmer one. This Milanex is Du Pont Rayon ingeniously created to mold and hold as firmly as a girdle. The new Singlette has a rounded uplift—is snugly streamlined at the hips. The garters are genius. They go on as flat as ribbon and, by double attachment, pull the garment to complete smoothness. Truly, the new Singlette is your custom underline.



DU PONT RAYON COMPANY, EMPIRE STATE BUILDING, NEW YORK CITY



White. The cool blaze of white. The *chic* of white, when it's sheer, and powdery, and simple. And navy keeps white young. So here is navy . . . in a businesslike belt of leather, and in a coat with distinguished ancestors in far-off-east Japan.

MADE TO ORDER

READY TO WEAR

MILGRIM

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CLEVELAND

MIAMI BEACH

DETROIT



NATIVES AT A TYPICAL LANDING-STAGE ON THE LUALABA RIVER, IN THE BELGIAN CONGO

CONGO CHIC

(CONTINUED FROM PAGE 86)

long. This is usually done during childhood, and men as well as women wear tribal marks on their faces as we wear fraternity pins, and on their bodies for decoration as our sailors wear tattoo marks.

Of course, jewellery is important, as it represents the wearer's total wealth as well as artistic sense. The Zulus wear necklaces with squares in front, whose colours and designs send forth messages similar to our flowers in Victorian days, such as "I love you," "You are always welcome," and "My husband is jealous." These are known as love-letters.

Among the Kikuyus, in Kenya, earrings are the thing—and the more, the merrier. The lobes are pierced and trained from early childhood to bear the weight of many earrings, but, if the wearer grows so rich as to risk tearing the lobe, she wears a band around her head to hold them up. A Kikuyu in a reddish-brown bark-cloth dress, hanging straight and narrow from the shoulder (is it what we call tubular?), feels that her brass leg-

let, bead necklaces, and dozens of earrings enable her to look with disdain on the white visitor in simple tennis dress, felt hat, and a minimum of jewellery.

In Katanga, the clothes and not the jewellery make the woman. They also make the man; at least they do on Sunday at the mines. During the week, he may wear khaki shorts with a bush shirt or white cotton undershirt, and overalls underground; but, on Sunday, he blossoms out in white duck trousers, black-and-white saddled tennis shoes, a coloured shirt, or, best of all, a dinner-jacket! Perhaps he has worked for a white man or has a friend who is a "personal boy" and so has acquired a cast-off tuxedo. If so, with or without shoes and shirt, it takes its place at the long tables on Sunday morning. It may look incongruous to white eyes, but the natives no doubt feel that "the dark clothing of the men sets off the brilliant beauty of the women's dresses," and the result is Africa's smartest fashion show.

GOOD NEW DAYS

(CONTINUED FROM PAGE 105)

The Gotham supplies it also, except during the cocktail hour when the new ladies' bar is likely to be filled with the young set to whom the Tiffany mosaic glass dome means relatively little.

In between the Waldorf and the Gotham come the Saint Regis and the Ambassador. Here the crowd is not so varied as at the Waldorf, not so quiet as at the Gotham. After a couple of years' absence, Vincent Lopez and his orchestra have at last returned to play for the eternal series of dinner-parties which dot the submarine Seaglades of the Saint Regis, and once more the dancers pause to make a knot around the piano while "Nola" sparkles glancingly from the agile Lopez fingers. His music and the Urban decorations—Joseph without his brethren this time—provide the background for gaiety. The angled modernism of the Ambassador Grill, a place which has yet to attract the amount of patronage its excellence

warrants, is also conducive to gaiety. But, in these two hotels, hilarity depends entirely upon yourself and your party: the setting is there if you want to make use of it, but, if you prefer to be quiet, then quiet you shall be.

This, then, is New York-after-Repeal—a new city of pleasure, a new bazaar for leisure hours. To say that it is refreshing after the speakeasy years is to be obvious—but, and if there is any moral to this tract this is it, to say that it is a return to something once known but since lost is untrue. For the people who are investigating hotel life in the metropolis to-day are, in a sense, pioneers. They are stepping into a virgin sphere which can be made or destroyed by their actions. They can create another Vienna, pre-War style, or they can so exhaust the present opportunity that within a few months everyone will be wanting something different again. Here is a molten little world to be moulded.



SPRINGTIME LOVELINESS FOR YOU

A timely message from helena rubinstein

April sun . . . April clothes . . . the very mood of April demands young fresh beauty of you! Yes, despite the fact that your face weathered the most difficult season in years!

You may be sallowed, freckled, by tropic sun—or dried and lined by northern cold—but Helena Rubinstein can show you some incredibly quick ways to bring Spring back to your skin. You see, this has been her life work—using the weapons of Science to aid Beauty against her cruellest enemy, Climate.

She will give you not merely creams, lotions, make-up—but bright radiance for your skin, firm new outlines for your contours, a touch of magic for your personality . . . She will give you the secret of wearing the new hats, and facing a Spring day—and your most critical friend—with supreme beauty-confidence!

Spring Tonic Beauty Treatment

Cleanse and Youthify

with Water Lily Cleansing Cream. It contains youthifying essences of water lily buds. 2.50, 4.00, 7.50. Or, if you've been South, use Pasteurized Bleaching Cream. It bleaches away tan, sallowness as it cleanses. 1.00, 2.00.

Erase Sallowness, Tan, Freckles

with Skin Clearing Cream—it whisks away dullness. It coaxes back radiance, exquisite transparency and refines the whole texture of your skin. A year-round beauty necessity! 1.00, 2.50.

Correct Relaxed Muscles—Double Chin

with Muscle Tightener (Georgine Lactee)—firms, strengthens relaxed muscles. Corrects double chin. Unexcelled for puffiness under eyes. Youthifies the contours. 1.50, 3.00, 6.00.

Tone-Brace

with Skin Toning Lotion—closes pores, erases fine lines, prevents wrinkles. An efficient day cleanser. 1.25, 2.50. For dry sensitive skin, use Anti-Wrinkle Lotion (Extrait) 1.25, 2.50.

Salon Beauty Treatment at Home

Youthifying Herbal Masque—the quick pick-up treatment that works a little miracle on your beauty. Composed of twenty-three youthifying, beautifying herbs. Every woman

should use it at least twice a week—and always before a last-minute engagement. Gives new life to the skin! 2.00, 5.00—ten and twenty-five treatments.

Hormone Twin Youthifiers. The famous biological beauty discovery! Supplies the elements needed to rebuild worn-out cells, stimulates skin metabolism and speeds up the youth-building process of nature! A corrective necessity to dry skin, lines, crows'-feet, wrinkles and drooping contours. Replaces the dull worn look of age with the vital freshness and beauty of youth. 10.00. Special strength, 15.00.

Make-Up Keyed to the Season

GLAMOROUS POWDERS—Their misty-fineness and exquisite tones give Spring enchantment to your beauty. Fashion-right shades; Peachbloom is universally becoming. Textures for Dry, Normal and Oily Skin. 1.00, 1.50, 3.00, 5.50.

EXCITING ROUGES—Their colors are clear, vibrant, young! Their textures are a marvel of smoothness. They cling for hours! Choose vivid Red Geranium, dramatic Red Poppy, conservative Red Raspberry, or chic, vivacious Red Coral, becoming to all types. 1.00, 2.00, 5.00.

THRILLING LIPSTICKS—A secret blend of soothing, healing, nourishing ingredients and young, permanent colors! A perfect little beauty treatment for your lips! Shades to match the Helena Rubinstein Rouges! 1.00, 1.25, 1.50, 2.00.

ENTICING EYE MAKE-UP—New! Persian Mascara. The mascara for the gentlewoman! Leaves the lashes silky, dark and protects their growth! Tear-proof, laughter-proof, rain-proof! And it will not smart the most sensitive eyes. Black, Brown, Blue and exotic new Blue-green. 1.00, 1.50, 2.50.

IRIDESCENT EYE SHADOW—Gives your eyes depth, mystery, new interest. All shades including modish Blue-green, 1.00. Eyelash Grower and Darkener—grooms lashes, brows. 1.00.

Come to Helena Rubinstein's Salons

Come for the latest European beauty discoveries. For news about Paris make-up. Come for advice and help on your home beauty care—without obligation. Come for a beauty-lesson treatment—it will reveal your hidden possibilities!

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Beauty Preparations
available at her Salons
and at all smart stores.

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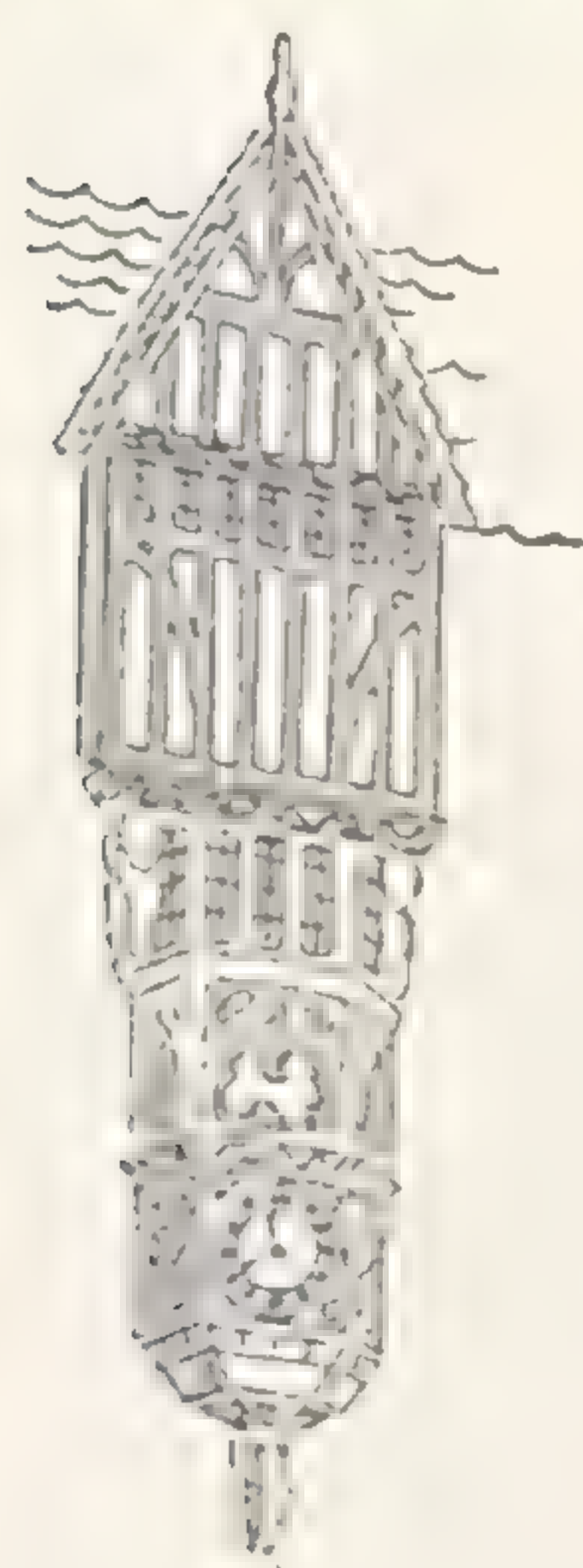
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TORONTO
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Prices slightly
higher in Canada.



Fashion's sun always shines on



Liberty of London

Fabrics

• Fabrics by Liberty of London have a distinctive charm. Once seen, they steal your heart with their arresting beauty and individuality. Lovely colors, blended as only Liberty of London can blend them. Original designs, in tiny garden flowers, fern leaves and foliage, dainty and exquisite, with a picturesqueness that harmonizes so charmingly with the languorous air of summer. You like these better each time you see them and you are going to see more and more of them this spring and summer.

LIBERTY TANA LAWN

• The aristocrat of all cottons in lovely blended colors and quaint flowered designs. Smartly feminine for afternoon and, in tiny designs, adorable for children. 36" wide. 1.00 yd.

LIBERTY LINENS

• In lovely colors and unusual designs typical of this famous English house—striking stripes and gay English posy patterns in indescribably lovely colorings—smart for an afternoon or town street frock and colorful for beach coats. Non-crushable. 36" wide. 1.50 yd.

LIBERTY COTTON GEORGETTE

• A filmy, dainty cotton that is perfect for garden-party dresses. Make it with as many billows as you wish—it's uncrushable. In small flower and leaf designs and fascinating pastel exquisitely blended colors. 36" wide. 1.75 yd.

LIBERTY DARAZ CREPE

• Divine for smart cotton evening dresses. The lovely subtle pastel shades are enriched by silk embroidered leaves that shimmer delicately. One evening dress this summer will have to be a Liberty Daraz crepe. 36" wide. 3.50 yd.

LIBERTY'S "GOLDEN BIRD"

• A new silk—and every bit as picturesque as its name. The unusual flowered patterns are fresh and lovely in the inimitable Liberty Color combinations. 32" wide. 2.50 yd.

• Samples of these and other fabrics will be sent on request. Write Dept. V-4.



McCUTCHEON'S
FIFTH AVENUE AT 49TH STREET, NEW YORK CITY

AMERICA STARTS A BALLET

THE room is very large and very bare, with light diagonal flooring, unvarnished. Three sides of the room are white walls with wooden bars fixed to them laterally about four feet from the floor. The fourth side is a mirror. In one corner is a piano.

• Holding on to the bars, stretching, limbering, pirouetting, are a dozen or more youngsters, mostly girls of fifteen and sixteen. The first thing you notice about them is their stockiness. Even black tights can't disguise the muscular bulk of their legs and thighs, the healthy breadth of their shoulders. They are built for endurance, these kids, and they need it, for nothing in the world of dance is more arduous than the traditional Russian ballet they are training for. A woman is playing the piano in adagio time—a slow rhythm for slow pirouettes. Balanchine, his black hair falling over his forehead, is showing one of the boys how to twirl about his girl partner in an adagio step. A few of the pupils stand about the room watching the others, waiting their turn. They are all types, all builds, all ages from six to eighteen. Their practice suits range from black cotton tights and sweaters to little chiffon tunics. And all of them, of course, wear the stiff-toed ballet slippers.

• The School of the American Ballet was founded only a very short time ago, through the energy and insistence of two young Americans, Lincoln Kirstein, the editor of *Hound and Horn* and the author of several books, and Edward M. M. Warburg, the youngest son of the well-known banker, Felix Warburg. Kirstein has always been a ballet maniac. Probably no one in this country knows more about its origins and art and the reign of Diaghilev than he does. He has studied it with an almost religious fervour, finding in it all the combined fascination of painting, music, and dance. Warburg proved a very willing disciple, trained in background, as well as in inclination. This winter, spurred on by the presence of the Monte Carlo Ballet and by almost daily contact with Balanchine, one of its most brilliant directors, Kirstein and Warburg scraped together funds, found a floor in an old building on Madison Avenue—637, to be exact—, remodelled it into three large rooms and an office, assembled thirty-odd pupils and a faculty, and brought into life the School of the American Ballet; dedicated, devoutly, towards the development of "trained American dancers who will continually provide material for a permanent company, which will create the combined ballets of the best American painters, musicians, poets, and eventually, choreographers."

• George Balanchine (who created "Cotillon," "Concurrence," and ten other famous ballets of the Diaghilev and Monte Carlo Ballets, and who founded Les Ballets 1933) is the school's artistic director and Maître de Ballet. Kirstein and Vladimir

Dimitriev are its administrators; and Warburg its Secretary and Treasurer. Other instructors are Pierre Vladimirov (Anna Pavlova's last partner), Tamara Geva, Kyra Blank, and Dorothy Littlefield, a well-known Philadelphia dancer and teacher.

• That is the set-up, as it now stands. The pupils come from all walks of life. Four or five girls—husky blond hockey-players—come from good Philadelphia families and conservative prep schools. They are strong, earnest, unimaginative, and very winning. Five or six pupils are of Russian origin—very evident in their instinctive feeling for movement and in the classic purity of their foreheads. Several girls are typical Fourteenth-Street products: tough, ambitious, and—out of the schoolrooms—gum-chewing. Four of the eight boys there are stalwart lads who think that ballet is better exercise than squash (which it is); the other four are rather more narcissistic and aesthetic in their appearance and their motives.

• All of them, though, work like dogs from nine in the morning till six at night. For the advanced pupils, the day divides itself more or less into three parts: bar-exercises (in which every part of the body is stretched and limbered to its limit); lectures; and rehearsals of actual ballets, old and new. Later on, classes in Pantomime, Character, and Make-Up will be added. Then there are classes for beginners, a little less arduous, but just as earnest.

• You need only watch these youngsters at work to see what marvels this ballet training can do for the body in the way of strength, balance, and agility. And, as for sheer grace, it knocks all the Wigman contortions into a cocked hat.

• The training is designed not only for the performance of traditional ballets in the Russian Imperial manner, but for the creation of entirely new, entirely modern forms. These same pupils should, after their period of study, be able to dance the most revolutionary modern opus just as well as the dream-like "Sylphides."

• So far so good. This country needed a school of ballet—needed it badly. Our poets and our musicians are already producing new ballets, our painters are champing at the bit to design them—but where are our dancers? Even the miraculous Roxyettes can't fill the bill, or the accomplished Weidman-Humphreys group, or Albertina Rasch, or Martha Graham. We need a fusion of all of them—an American Ballet.

• But who will support it? The directors of this brave young school are deeply worried. Their funds will carry them only a few months longer. Then what? Must any venture as fundamentally essential as that die an untimely death? It would be a sad reflection on the culture of this country if it did.

M. M.





8 AM Little bright eyes starts the day with a few war-whoops and a call for cereal. Breakfast is now officially started.



9 AM Father arises. The Chase Electric server loses some of its supply of scrambled eggs and sausages. Breakfast marches on!



10 AM Sister has a date with a horse and comes galloping down the stairs. She raids the server for codfish cakes. Breakfast marches on!



11 AM This young man met the milkman on his way in. But being nineteen he demands breakfast. He'll find four different foods in the Chase Server ... still piping hot!

Breakfast Buffet

OR COOKS MADE HAPPY ON SUNDAY MORNINGS



CHASE ELECTRIC BUFFET SERVER operates on A. C. or D. C. current. Non-tarnishing chromium with porcelain casseroles. Use it for buffet serving at breakfast, luncheon, supper. Designed by Lurelle Guild. \$40.

Have a Breakfast Buffet next Sunday morning! Then you can get up any old time and find a hot meal waiting for you. All cook need do is to prepare things, place them in the Chase Electric Buffet Server...and she's free for the rest of the morning to go about the serious business of preparing dinner. Late risers can easily serve themselves without disrupting the household. Breakfast stays piping hot until noon, if necessary, without the least danger of overcooking.

But don't think the Chase Buffet Server is only for breakfast. You can use it for Sunday lunch or supper, too. It is ideal for spaghetti, creamed chicken, lobster Newburg and many other dishes described by Emily Post in her new book, "How to Give Buffet Suppers."*

On your next shopping expedition, make it a point to see the Chase articles of non-tarnishing chromium that never need polishing. They're on sale at good department, gift and jewelry stores.

*If you would like a copy of Emily Post's book, "How to Give Buffet Suppers," send 10c in stamps.

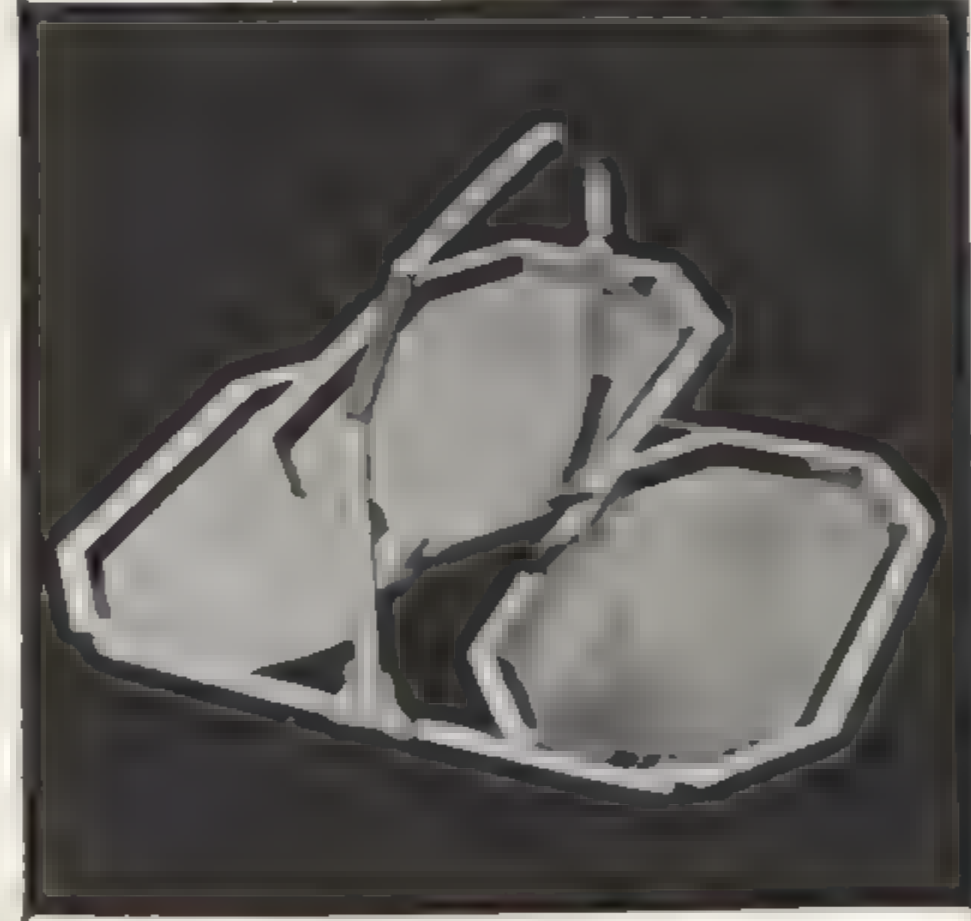


CHASE BRASS & COPPER CO.
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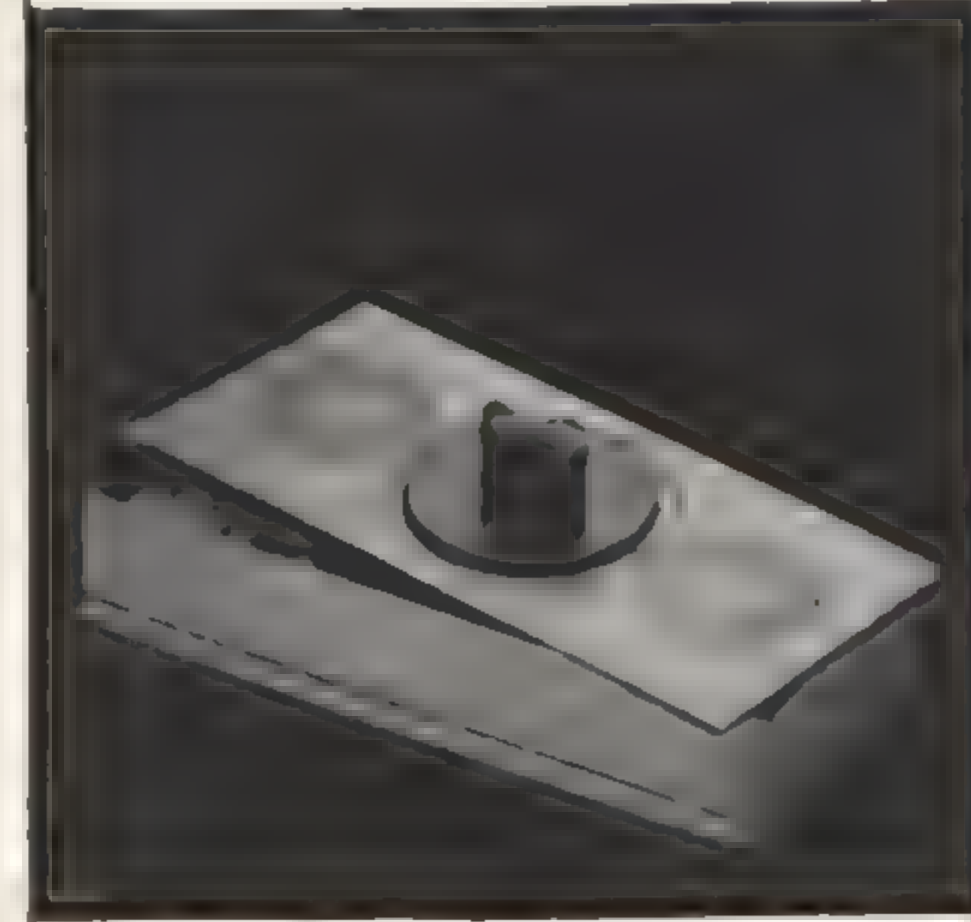
Prices slightly higher west of the Mississippi



DIPLOMAT COFFEE SET, \$15
TRAY, \$7.50



TRIPLE TRAY, \$5.00



ROLLAROUND CIGARETTE BOX, \$2.00



LOTUS SAUCE BOWL, \$4.00



CHEESE SERVER, \$7.50



JAM SET, \$2.50



CANAPE PLATE, 75c
COCKTAIL CUP, 50c



COLD MEAT PLATTER, \$4.00



It is smart to be "past thirty." It is smart to have poise and sophistication—it has always been the height of charm to combine the subtlety of experience with the grace of youth.

Our fashions reflect this—never were they so favorable to mature curves. These curves must be controlled to be sure, but proudly controlled, and with complete flexibility.

And so, this wonderful Princessa Foundation has been fashioned of Two-Way stretch elastic, so cunningly designed, so skilfully tailored that every figure line is correct—whether you are size thirty-six or size forty-four. The control features are sheer genius. There's a cloth reinforcement for the abdomen—a one-way stretch elastic reinforcement for thigh control. And the brassiere top is a modified uplift with diaphragm control.



We repeat—why envy the slim young things now that there is a Two-Way Stretch Princessa for mature figures. At Better Department Stores and Specialty Shops.

PRINCESSA FOUNDATIONS

BY NEWMAN • 200 MADISON AVENUE • NEW YORK



OLD PORCELAIN SHELL; WESTPORT ANTIQUE SHOP

A BUFFET PLAN

(CONTINUED FROM PAGE 76)

soup pots fitted into our plan, but one nice part about this whole scheme is that it allows you to make use of all the things you are so fond that seem to exist only in half-dozens and couldn't be used if every one were seated at one large table.

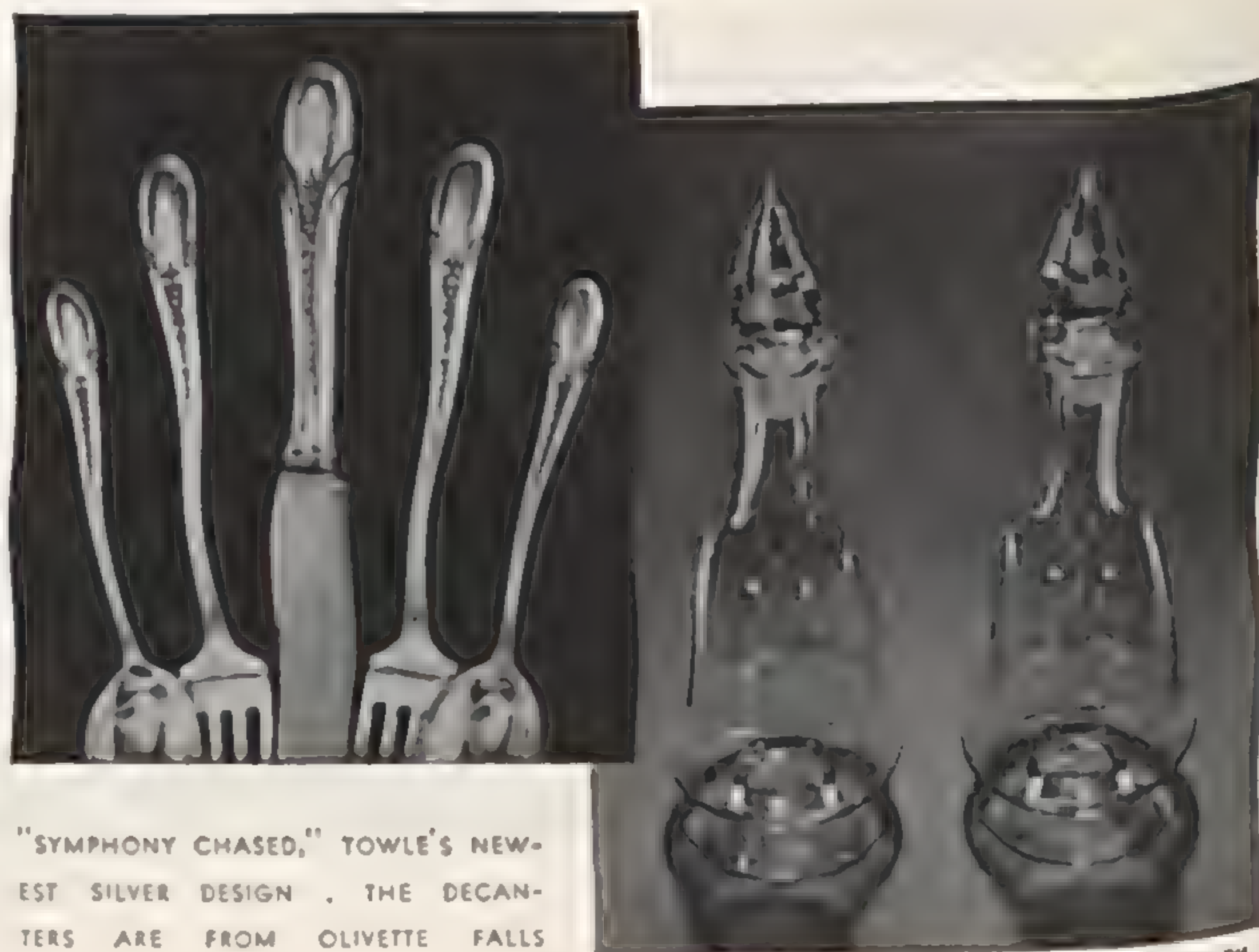
It's fun to plan each small table as a decorative unit in itself, and there are any number of things to utilize as centrepieces for them—the faience birds you got as a wedding present, pottery baskets filled with miniature fruits, a colourful Lenci piece, as well as any of the things we have pictured on pages 76 and 77 for you to buy, if you haven't ideas of your own. And, here is the perfect time to utilize the bridge cloths that every young hostess seems to possess and doesn't know just what to do with. Both the tables shown on these pages are fresh and springlike in colour—the round one has lovely fringed chartreuse linens and green and white pottery hyacinths, and the square one, hand-woven plaid linens in silver greys with a wreath of green around the pensive pottery figurine.

Of course, the party will start with cocktails, and, if you have a foyer where you can keep people together for these, so much the better. If not, it won't make any difference, but, if the rooms are small, it is best to clear the space as much as possible for action, by sending superfluous furni-

ture down to roost in the storeroom overnight. Sometimes, you can keep the tables back against the walls until you want the guests to be seated, but this all depends on the plan of your room.

The menu, by nature, will be more or less informal for this kind of party, and perhaps the canapés can be a little more varied. One new kind that is fun are miniature hot-dogs. There are bake-shops that will make diminutive rolls exactly to fit the tiny frankfurters you can get in tins. Of course, they should be piping hot, with mustard for people to help themselves. Fresh shad roe (still a bit of spring news in the market) cut in segments, wrapped up in bacon, grilled and served on toothpicks is delicious. And, an array of green things—carrot sticks and tiny sprigs of raw cauliflower, made crisp in ice-water and sprinkled with celery salt, and cherry tomatoes, salted—is a nice note to introduce with cocktails in the spring.

Within the white soup bowls in the photographs on pages 76 and 77, conveniently covered on behalf of the guests who always delay in sitting down, is a grand black bean soup with a slice of lemon floating on top. These pots are on their own plates, as you can see, and, when they are removed, the white place plates can remain for the next course, if you want to simplify service. For (Continued on page 112)



"SYMPHONY CHASED," TOWLE'S NEWEST SILVER DESIGN. THE DECANTERS ARE FROM OLIVETTE FALLS

MARTINUS ANDERSEN



"CANADIAN CLUB"

66 **C**ANADIAN CLUB" is the favorite whisky of people everywhere who appreciate the really fine things of life. This is only logical... for "Canadian Club" is distilled, aged in wood for years, and bottled by Hiram Walker, one of the world's largest and oldest distillers. Every step of its manufacture is

safeguarded to assure the high standards of quality and purity for which this famous house is noted the world over. Its age is attested by the government stamp which seals each bottle. You can look for the same degree of satisfaction and value in Hiram Walker's London Dry Gin, and in the several fine blends of rye and bourbon which bear the Hiram Walker name.

Hiram Walker & Sons

WALKERVILLE, ONTARIO , , PEORIA, ILLINOIS

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For 10000 Miles- Companion of Mountains



The North Coast Limited

With the Comforts of Air-Cleaned
and Air-Conditioned Equipment

FOR more than a thousand miles in the American Northwest, the wild grandeur of Rockies and Cascades accompanies the North Coast Limited, whose observation-club cars and diners will have 100 per cent air-cleaning and conditioning for the 1934 summer season, and thereafter.

Are you traveling in the West this year? Be sure to include at least 1000 scenic mountain miles on the Northern Pacific. Fares west are down and there's no Pullman surcharge on the Northern Pacific. Dollars buy more in American travel than abroad. May we figure the cost of a western trip from your home town? No obligation. Write us or mail the coupon.

Pacific Northwest . . . Yellowstone Park
Montana Rockies . . . Dude Ranches
Alaska . . . Canada . . . Oregon
Washington . . . California

■■■■■ E. E. Nelson, 656 Northern Pacific Bldg., St. Paul, Minn. ■■■■■

Mr. Nelson: I am interested in a trip to.....

I wish to include.....in my itinerary.

Name.....

Address.....

813-B

A BUFFET PLAN

(CONTINUED FROM PAGE 110)

the next course, there may be beautiful fillets of beef, entirely surrounded by bouquets of spring vegetables arranged on large silver salvers—a still-life picture in themselves, and so complete that the only thing that remains to be passed is toasted, buttered rolls. Or, possibly, *poule au pot*, served from the earthenware vessels in which it was cooked together with the tiny onions, potato balls, and baby carrots that are an integral part of its deliciousness, and accompanied by asparagus with drawn butter. For the salad, huge wooden bowls of fresh green salad that has been turned over and over in its dressing, followed by the cheese board with all your favourite cheeses. Be sure to include an Edam, if only for its colour, balanced by a brown pot of the Stilton or Cheddar blended with port.

And here, after the serving of coffee at the tables, our particular dinner-party would cease. But, for those who feel that no meal is complete without a sweet, we have two noble addenda. *Pots au crème* are one of the few desserts that must be served in individual versions, and Alice Marks has some

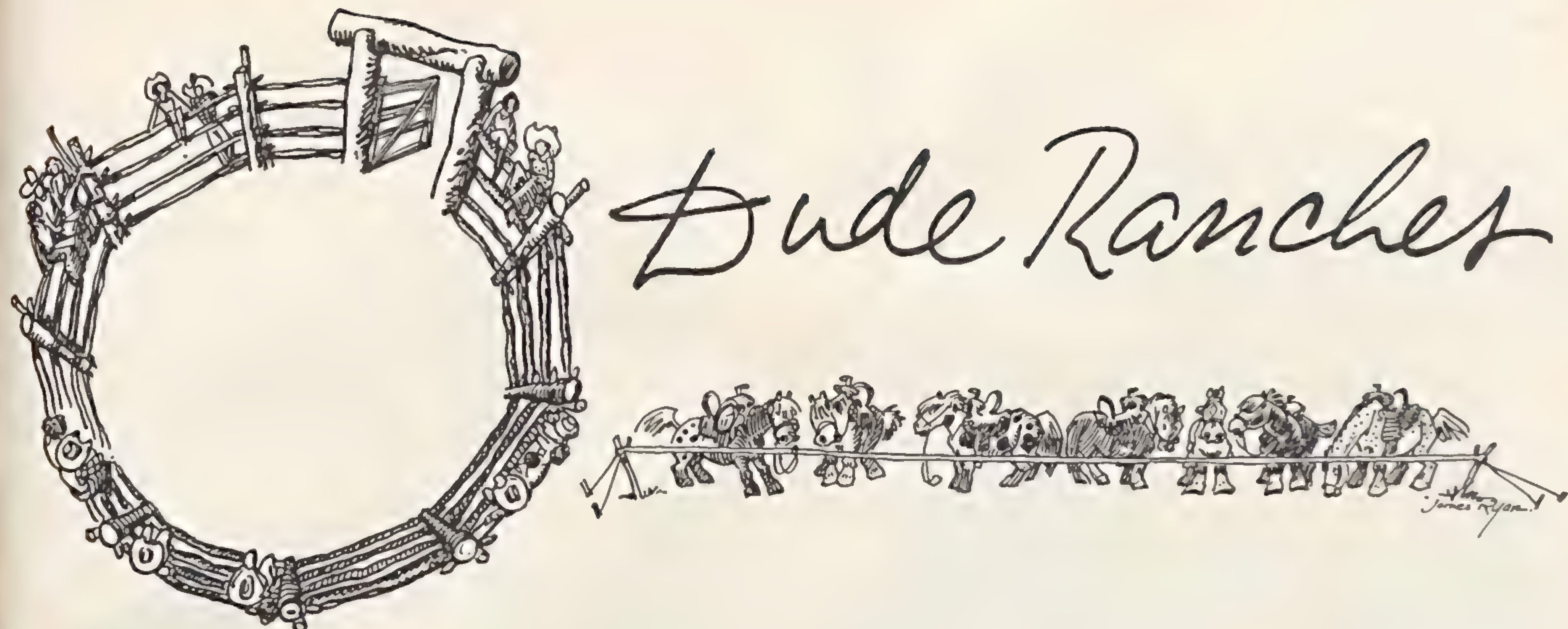
enchancing new little pots that would enliven any party. They can be passed on a tray, and the guests can help themselves. Or, Henri, the *confiseur*, can make you up an array of miniature *pâtisserie* that is an inspiration for such an occasion—tiny fresh fruit tarts the size of half a dollar, éclairs no larger than your little finger, doll-size napoleons. Leave them in their little fluted cups and pass them on one of the new wicker trays (also from Alice Marks). People eat them like candies.

You will notice that we provided only one wine-glass on our tables, because with this sort of service, one wine is about all you serve with ease. If the tables are large enough to accommodate decanters, that makes it all the simpler, and we have shown some particularly nice ones for this purpose at the bottom of page 110, that you can acquire at an amazingly small price. If the wine were of decanter variety, you might have a good claret for the beef, or red Burgundy for the fowl, or, if your taste runs that way, you might like to keep champagne fizzing through the meal.


THREE DESIGNS FOR AFTERNOON





- FROCK No. 6357—Fine tucks, novel sleeves, and a tied yoke give interest to a chiffon frock. Designed for sizes 32 to 42
- FROCK 6359—"Easy-to-Make" frock, embroidered organdie from McCutcheon Wholesale. Designed for sizes 12 to 20; 30 to 38
- FROCK No. S-3640—This flat crêpe frock has a flattering line for mature figures and young ones, too. Designed for sizes 34 to 44




Here are fifteen western ranches — cattle-raising mountain spots in a still new country. They're open to vacationists now—so gird up your loins and try the wild life, with plenty of "roughing it" and no hardships. Write these ranches or to us.


 **EATONS' RANCH**
Friends of Eatons' Ranch have one very conclusive way of showing their appreciation of vacations there, and that is—by coming again! The backlog of every season at Eatons' Ranch is formed by the large number of "veteran dudes" who have returned, some of them to enjoy the 10th, 15th or 20th vacation there. Eaton Brothers, dude ranchers for 50 years, will send all information—Write: Eaton Brothers, Wolf, Wyoming.


 **H F BAR and PARADISE**
For 25 years a great cattle ranch. Here you will find a combination of wild untouched country and complete comfort for you and your family. Attractive cottages with private baths and fireplace, located along the wooded banks of our rushing mountain stream. Concrete swimming pool with adequate heating system, tennis courts, thoroughbred horses, polo, fishing and hunting. Write: Frank O. Horton, Buffalo, Wyoming.

 **BAR B C**
In the city you cannot get what the Bar B C has to offer—Wyoming. Jackson Hole, The Tetons, Two National Parks, Scenery, Big Game, Fishing and the ranch with its sincere atmosphere of Western hospitality. Let us send you our ranch paper telling of this delightful experience—what you do—and how much it costs. Write: A. H. Croonquist, Billings, Montana, or Bar B C Ranch, Moose, Jackson Hole, Wyoming.


 **VALLEY RANCH**
Situated in a beautiful mountain valley—among alfalfa and timothy meadows—trout streams—rolling range hills and picturesque canyons—snowy peaks and pine-clad slopes. Built around the famous Valley Spring the ranch offers all necessary comforts that the average person requires. Something you expect to find and seldom do—a bit of Old Wyoming! Write: "Larry" Larom—The Valley Ranch—Valley, Wyoming.


 **QUARTER CIRCLE U**
A real ranch in the Indian country invites you—Quarter Circle U. Raising cattle is our business, entertaining our guests is our pleasure. Our comfortable house, cool green lawns—well-provisioned table and good saddle-horses will give you that rest and change you have been longing for. Amateur polo, swimming, thrilling rodeos, roundups. Let us send rates and details. Write: Grace Brewster-Arnold, Birney, Montana.


 **SUNLIGHT RANCH**
A cattle and horse ranch only 25 miles from Yellowstone by pack-trail. Each of the charming log cabins (some with bath) is in a spruce grove and faces the mountains. Excellent trout stream at your door. Swim, fish, or ride with us. Enjoy our sunny days, and nights that need plenty of blankets. I will be in New York until April 15 at 560 Fifth Ave., New York or write: Simon Snyder, Sunlight Ranch, Cody, Wyo.

 **ALLAN RANCH**
A pioneer Montana mountain ranch in the Big Rockies away from crowds, cars, cares and formalities, yet with surprising comforts for being "beyond all roads". Hundreds of miles of mountain trails to ride. Miles of trout streams. Carefree life on the ranch or a pack trip on into this big wilderness country. Warm water outdoor plunge. At Hotel Roosevelt, New York, first week in April. Or write: Mrs. Ralph Allan, Augusta, Mont.


TAT T A T RANCH
Located in the green foothills of the Big Horns, close to the very high mountains is T A T Ranch. Here our guests for 14 years have enjoyed the good out-door life afforded by the wonderful riding, fishing and hunting country surrounding T A T. Baths and fireplace in almost every cabin. Trips to National Parks can be arranged. Call: F. W. Leach, % A. B. Leach, 60 Wall St., N. Y. C. or Write: T A T Ranch, Kearney, Wyo.


 **BONES BROS. RANCH**
Invites you to enjoy the vigorous, wholesome, ranch life of an old-time cattle outfit; to work and play with them, riding horses from one of the finest caviies in the West; to relax in the pleasant, comfortable and unpretentious atmosphere of their ranch home; to write them at Birney, Montana for further information; exchange references, and arrange for the most unusual and interesting vacation you've ever had.

 **A BAR A**
Believe it or not! You can reach A Bar A in twelve hours from New York City by air or forty-eight hours by rail. It's the ideal inexpensive spot for you or your family. You will love the outdoor life here. Why not ask "Chuck" Adam, our eastern representative, 521 Fifth Avenue, Room 402, to come and tell you about it or write: Andrew Anderson, A Bar A Ranch, Encampment, Wyoming for the attractive booklet and rates.

 **LAZY K BAR RANCH**
You will like this "Crazy Mountain Country" where lies Van Cleve's Lazy K Bar Ranch. This is a country of snowy peaks with blue lakes between—timbered slopes dropping swiftly to the broken foot-hills. This is a ranch where you can be utterly at ease—or active in the saddle—or wandering along the creek where the big trout lie. Every cabin equipped with shower baths. All comforts. Write: Paul Van Cleve, Big Timber, Mont.

7UP SEVEN UP RANCH
Well, folks, the country's sure looking good this spring. Don't seem as though any place could look better. Reckon you will feel the same way when you get here this summer. The same cook will be causing the same stampeed when the dinner bell rings regardless of how comfortable you are in your own cabin or how much you are enjoying the outdoors. We'll gladly send all information. Write: J. E. Bower, Lincoln, Montana.

 **DIAMOND J RANCH**
Nestled in the rugged peaks of the Madison-Gallatin range in the heart of the Rocky Mountains, where highway ends and wilderness begins, your rustic cabin awaits you. A large fireplace, bath and shower, Simmons beds and mattresses in each cabin. Wholesome food, competent guides, your own horse. A country famous for its color, its fishing, hunting and history. 20 guests accommodated. Write: Julia A. Bennett, Ennis, Mont.

 **OX YOKE RANCH**
We can accommodate forty guests—You may ride your own horse, picked from our saddle string of 100 head, raised on the ranch—ride with the cowboys rounding up the cattle, take part in the branding, or any of the usual ranch activities—Then, what is more welcome than a hot bath, which is found in every cabin, after the day's ride. Complete information on request. Please write: Charlie Murphy, Emigrant, Mont.

 **IDAHO ROCKY MT.**
Our guests call it the "Ritz of the Wilderness"—Fifth Avenue beds, home-grown food, rustic cabins, each with fireplace and private bath. Riding, fishing, hunting: beautifully located among the lakes and snow-tops of the Sawtooth range of the Rockies; two swimming pools, one cold, the other hot springs. Located at Stanley, Idaho. Address inquiries to Idaho Rocky Mountain Club, New York Office: 580 Fifth Avenue



TO MY 1,767,000 CUSTOMERS:

If there is one thing I should like to emphasize more than another this month, it is that there is no such thing as an all-purpose cream . . . not even Luxuria!

Take Facial Massage, for example . . . to make Harriet Hubbard Ayer Skin and Tissue Cream a nightly ritual is to enliven the skin with the radiance of youth and the glow of vitality. Instead of a manipulative compound of ingredients which the skin will not absorb, here is a pure fine-texture cream that penetrates the pores and benefits the tissues in the process of serving as a medium for massage. It does not slide off the skin, but into it. It delves deep into the epidermis and replaces natural oils dissipated by sun, wind, dust and powder, and in all my comparison studies of massage creams, I have never known of another that leaves the contours so rounded and the tissues so refreshed.

Simply remember that the Skin and Tissue Cream is compounded of the same ideals and made by the same hands as your beloved Luxuria. Use them both, and use the Beautifying Face Cream and Eau de Beauté, too, for each needs the other as you need them all.

I also want to remind you that I maintain more than 200 Ayer Beauty Counselors in the nation's leading stores, and I hope you will use this service in your city. And if you ever want to write me personally, please do.

Yours most sincerely,

Harriet S. Dodge
President



HARRIET HUBBARD AYER, INC.
323 EAST THIRTY-FOURTH STREET, NEW YORK

Beauty Preparations

*Montreal
Paris
London*

LA BELLE COUTURE

(CONTINUED FROM PAGE 48)

leather belt went around the waist. The pattern had all sorts of little intricate tucks and pleats here and there, but we left those out. As it was, little boys yelled at me when I passed them on my bicycle wearing this frock and a cerise crêpe de Chine hat on my head.

Something or other happened to our *naaister*, and we changed to the *Gezusters Koop*, the sisters Koop—two young daughters of the miller across the road. One had to stoop to enter their sitting-room, where they would sit, day in and day out, at an oilcloth-covered table, stitching and stitching away, while regularly, like a clock, the great shadows of the mill wings would swoop down over them. They sewed with the true technique of the Dutch, whose chief interest in clothes is, "Will they last?" No amount of tugging would ever loosen a button, hook, or eye once the *Gezusters Koop* had sewed it on.

In vain, my mother would remonstrate with them. In vain, she would also tell them to leave off embellishing cotton frocks with bits of velvet or bright red or green glass buttons bought at the village store. They did not heed her, and, to stop her tirades, they plied her with "Cherry Brandies."

When I was staying in Paris, I was taken to a "little dressmaker" who was to make me a *petit tailleur*. The little seamstress was forty, stout, and had the customary moustache. She immediately told me that I ought to wear a better corset; that my legs were too fat; that I walked in a way that was truly abominable; and that there was little *she* could do for me. My mother beamed on her and saw in her a soul-mate. My mother was wont to tell me, "Your head is all right, but a head isn't everything in this world."

In the course of my travels, I came to Munich. I was poor, and I needed clothes. I decided to make them myself and started with a blouse. I bought some bright blue peasant linen such as the men wear jackets of in the summer-time, laid it on the floor, placed a blouse on top of it, and proceeded to cut. It was to be a Russian blouse, tied around the waist with a cord. Even my best friend said, "That's going too far!" when she saw me in it. This friend then gave me the address of her dressmaker. My mother and I put on skis and off we went!

The dressmaker in question lived at the bottom of an Alp. She seemed glad to see us, yet strangely apprehensive. While I stood in my *dessous's*

the door opened, and a burly peasant walked in and walked out again through another door, leaving both doors open and icy winds blowing in. He did not greet us or take any notice of us whatsoever. During the time we were there, the man walked back and forth about a dozen times. Finally my mother exclaimed, "Who is this fiend, trying to give my daughter pneumonia?" He turned out to be the dressmaker's husband, who disapproved of his wife's *métier* and tried (and often succeeded) in discouraging her customers.

My next *couturière* was a tall young girl in Budapest. I got her through the magazine-and-candy girl of the hotel. She would come to my room and, while fitting me, mumble with her mouth full of pins all about the goings-on of Hungary's aristocracy. She knew exactly to the minute what the male members of the Pálffy, Pallavicini, Andrassy, and other families were doing. This was very exciting, and she would often stick a pin into me without my noticing it. She made me a couple of frocks and finally even a spring coat.

This coat was to be ready and delivered by noon one Saturday. At four, I was taking the train to the Balaton Lake. Noon passed, no coat. One o'clock, one-thirty, still no coat. The girl had no telephone, so I jumped in a taxi and rushed off to her address. She lived in an apartment of a tall, dreary house that overlooked a *cour*. When I arrived there, I found my girl seated at a sewing-machine right in the middle of this *cour*, sewing and sewing away at my coat. A barrel-organ played near-by, and a couple of boys and girls were dancing the *czardas*, while, around the sewing-machine, naked babies rolled about amidst the pins. The coat was almost finished, and I decided to wait. The girl introduced me all around, and a boy offered to teach me the *czardas*. I paid the organ-grinder and had my lesson.

It was all very gay. After a while, we rested and ate cherries. The coat was finished finally, and I just caught the train. Late that evening, I stood looking over the lake. It was chilly, and I put on the coat. Alas! The right sleeve was sewed in the left armhole and vice versa. The Hungarian miss was the last dressmaker I had, I believe. Soon after, I came to America. Here, of course, one can buy the most marvellous garments already made. They fit, they flatter, but there's little fun in purchasing them.

TO OUR CONTRIBUTORS

Manuscripts must be accompanied by postage for their return if unavailable. Vogue assumes no responsibility for unsolicited contributions except, of course, to accord them courteous attention and ordinary care. Vogue does not accept or pay duty on drawings submitted by foreign artists, unless the drawings are sent at the order of Vogue or by previous arrangement with its New York office



Announcing the Winners

• You remember our contest, announcing to the world the birth of the cosmetic twins, and our throwing the whole matter of christening them upon the shoulders of our readers? Well, our readers rose nobly to the challenge, and here—from out the welter of thousands—are the names decided upon by the judges to be bestowed upon the twins, the two bath essences, which are the most recent brain-waves of Kathleen Mary Quinlan.

FOR THE PINE ESSENCE

First Prize—VERDANT PINE

Mrs. B. Marshall, Pittsburgh, Pennsylvania

Second Prize—MOUNTAIN WINE

Miss Beth Neal, Lexington, Kentucky

FOR THE FLORAL ESSENCE

First Prize—FLOWERS OF RAIN

Mrs. H. M. Kremer, Baltimore, Maryland

Second Prize—SUMMER SPRAY

Mrs. Lowell Comfort, New York, New York



Banff and Lake Louise in the CANADIAN-ROCKIES-



A Mile Nearer Heaven And the Prices are Still Way Down

INSPIRING scenery—zestful Alpine air—snow-topped mountains • A spirit of fun and adventure that is contagious . . . overboard go all worries . . . there's *so much* to do. • Golf? Then you will want to *live* on Banff's eighteen. It's styled for *your* game (three sets of tees assure that) and uniquely picturesque in its setting. • Love to Ride? Then take to the sky-line trails—with trained ponies, colorful cowboy guides and the spectacular ever ahead. • Swim? Choose between warm sulphur pools with remarkable healing effects or bracing fresh-water pools and that warm sunshine to bask in. • Fish? The waters are *stocked* with game fighters.

And there's *tennis* on fast clay courts, *motor-ing* on good roads, *boating*, *canoeing*, Alpine *climbing* with Swiss guides, marvelous dancing—and always the privilege simply to sit and dream! • Yes, indeed, a vacation in Banff-land does great things to you—

The rates for 1934 are exceptionally low—Banff Springs Hotel, European Plan: Single \$5.50 up, Double \$8.50 up. Chateau Lake Louise, European Plan: Single \$5.00 up, Double \$8.00 up. Emerald Lake Chalet, American Plan: Single \$7.00 per day, Double \$6.50 per person per day. Substantial reductions for stays of one week or more. Special rates for families.

Hotels open June 22 to September 10—Low Summer Round Trip Rail Fares (Return Limit October 31) to Banff, North Pacific Coast, California, Alaska. Also Special Short-Limit Round Trip Fares.



In the circle: Lake Louise and its lovely glassed-in swimming pool. Other view: Banff Springs Hotel from the eighteenth green of its famous mile-high golf course.

BARGAIN TOURS

4 DAYS . . . optional: 1 day at Banff, 2 days at Lake Louise, 1 day at Emerald Lake, or—2 days Banff, 1 day each at Lake Louise and Emerald Lake. **\$50**
All Expenses . . .
5 DAYS . . . 1 day at Banff, 2 days at Lake Louise, 2 days at Emerald Lake. **\$60**
All Expenses . . .
6 DAYS . . . 2 days at Banff, 2 days at Lake Louise, 2 days at Emerald Lake. **\$70**
All Expenses . . .

Tours Begin at Banff or Field. All include transportation from Banff to Field (or Field to Banff), lodging, meals, 126 miles of spectacular motoring. Add Rail Fare From Your City to Banff (or Field).

Canadian Pacific Hotels

Apply Travel Agents—or Mr. Banff Springs Hotel, BANFF. A la.—or Canadian Pacific Offices, including: NEW YORK CHICAGO PHILADELPHIA DETROIT LOS ANGELES CLEVELAND ST. LOUIS BOSTON PITTSBURGH SAN FRANCISCO MILWAUKEE BUFFALO WASHINGTON, D. C. MINNEAPOLIS CINCINNATI ATLANTA SEATTLE INDIANAPOLIS PORTLAND ST. PAUL DALLAS MEMPHIS OMAHA GRAND RAPIDS (Mich.) KANSAS CITY (Mo.) SPOKANE TACOMA TORONTO MONTREAL

In Boston... at the R.H. STEARNS CO.



Where Poise Is Paramount ... MisSimplicity Wins Preference

A woman's confidence in herself (let us be honest!) is heightened by the angle of her hat, correct make-up and the knowledge that her figure lines are slim—and fashionable... The last by far the most vital to her sense of smartness. MisSimplicity achieves figure beauty through the crossed brassiere ends which pull diagonally to uplift the bust, indent the waist and flatten both the diaphragm and abdomen. The model, sketched from life at the Stearns Co., is of peach or black satin, lace and Kendrick elastic.

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The **GOSSARD** Line of Beauty

THE H. W. GOSSARD CO., Chicago • New York • San Francisco • Dallas
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SOCIETY

(CONTINUED FROM PAGE 16r)

ENGAGEMENTS

TROY

Anderson-Mangan—Miss Elizabeth Anderson, daughter of Mr. and Mrs. William H. Anderson, to Mr. William De Lemater Mangan, of New York City, son of Mr. and Mrs. Thomas J. Mangan, of Binghamton, New York.

WEDDINGS

NEW YORK

Adare-Yuille—On March 7, in Palm Beach, Florida, Viscount Adare, eldest son of the Earl and Countess of Dunraven and Mountearl, of Adare Manor, County Limerick, Ireland, and of Dunraven Castle, Glamorganshire, South Wales, and Miss Nancy Yuille, daughter of Mr. and Mrs. Thomas Burke Yuille, of New York City.

Hall-Emerson—On March 8, Mr. Bartow H. Hall, son of Mr. Henry C. Hall, of Washington, D. C., and Mrs. Margaret Cotton Smith Emerson, daughter of the Reverend Roland Cotton Smith and Mrs. Smith, of Washington, D. C.

Hatcher-Stetson—On April 5, in Saint James's Episcopal Church, Mr. Robert Plant Hatcher, of East Hartford, Connecticut, son of Judge Marshall Felton Hatcher and Mrs. Hatcher, of Macon, Georgia, and Miss Josephine Stetson, daughter of Mr. and Mrs. Eugene W. Stetson, of New York City and Greens Farms, Connecticut.

Jordan-Ingersoll—On March 10, in the Chapel of Saint Bartholomew's Church, Mr. Thomas Leslie Jordan, son of the late Mr. and Mrs. Edwin Clarendon Jordan, and Miss Cornelia Howard Ingersoll, daughter of Mr. and Mrs. Howard Lyman Ingersoll.

McMillan-Roosevelt—In Christ Church, Oyster Bay, Long Island, Mr. William McMillan, son of Mrs. Walter Dent Wise, of Baltimore, Maryland, and of the late Hugh McMillan, of Detroit, Michigan, and Miss Grace Green Roosevelt, daughter of Colonel Theodore Roosevelt and Mrs. Roosevelt.

Parsons-Hall—On February 24, in the Chantry of Grace Church, Mr. Harris Childs Parsons, son of Mr. and Mrs. Walter Wood Parsons, and Miss Lillian Esther Hall, daughter of Mr. Myron Shelly Hall.

Reynolds-Conklin—On March 10, Mr. Frederic Clinton Reynolds, son of the late Frederic C. Reynolds and Mrs. Reynolds of Hutton Park, West Orange, New Jersey, and Miss Mariana Conklin, daughter of Mr. and Mrs. Ludolph Conklin, of Newark, New Jersey.

Toerge-Redmond—On March 9, in Christ Methodist Episcopal Church, Mr. Norman K. Toerge, son of the late Nicholas Toerge and Mrs. Toerge, and Mrs. Geraldyn Livingston Redmond, daughter of Mrs. Albert L. Register.

AKRON

Harvey-Commins—On February 10, Mr. Frederick Sallor Harvey, son of Mrs. Nellie Sallor Harvey, of Fairfield, Illinois, and Miss Alexandria Commins, daughter of the late Alexander H. Commins and Mrs. Commins.

MONTCLAIR

Newton-Bagg—Mr. William Lewis Newton, junior, son of Mr. and Mrs. William Lewis Newton, of Greenville, South Carolina, and Miss Barbara Hudson Bagg, daughter of Dr. Linus Worthington Bagg and Mrs. Bagg.

PHILADELPHIA

Du Pont-Crozer—On March 19, Mr. Richard Chichester du Pont, son of Mr. and Mrs. A. Felix du Pont, of Wilmington, Delaware, and Miss Helena Allaire Crozer, daughter of Mr. and Mrs. Samuel A. Crozer, of Philadelphia, Pennsylvania.

Glendinning-McComas—On February 20, Mr. Robert Glendinning, junior, son of Mr. and Mrs. Robert Glendinning, of "The Squirrels," Chestnut Hill, Pennsylvania, and Mrs. Boykin McComas, daughter of Mr. and Mrs. Thomas Wentworth Boykin, of "Cedar Cliff," Brooklandville, Maryland.

Robinson-Bedford—On February 19, in the Church of the Good Shepherd, Baltimore, Maryland, Mr. William J. Robinson, second, son of Mr. and Mrs. William J. Robinson, of Wilmington, Delaware, and Miss Roberta H. Bedford, daughter of Mr. and Mrs. John Claude Bedford, of Philadelphia, Pennsylvania.

WEDDINGS

Strachan-Fitler—On February 22, in Old Saint David's Church, Radnor, Pennsylvania, Mr. Donald Strachan, son of Mr. and Mrs. John E. Strachan, of Germantown, Pennsylvania, and Miss Eliza Wirth Fitler, daughter of Mr. and Mrs. Edwin H. Fitler, of "The Terraces," Rosemont, Pennsylvania.

ROANOKE

Lawson-Towles—Mr. Harry Leland Lawson, junior, and Miss Dorothy Leona Towles.

SAINT LOUIS

Randolph-Hobson—On March 3, in Saint Paul's Episcopal Church, Richmond, Virginia, Mr. Allen Killmon Randolph, son of the late George Arnold Randolph and Mrs. Randolph, of Washington, D. C., and Miss Lella Graham Hobson, daughter of Mr. and Mrs. Graham Bruce Hobson, of Richmond.

TORONTO, ONTARIO

Burns-Wilson—On February 23, Mr. Charles Burns, son of Mr. and Mrs. Herbert D. Burns, of Toronto, and Miss Janet Wilson, daughter of Mr. Norman F. Wilson and Senator Calrine Wilson, of Ottawa, Ontario, Canada.

WEDDINGS-TO-COME

NEW YORK

Debevoise-Wright—On April 14, in Saint Paul's Church, Overbrook, Pennsylvania, Mrs. Caroline Norton Debevoise, of New York City, daughter of Mr. and Mrs. Richard Evans Norton, of Green Hill Farms, Overbrook, to Mr. Hamilton Washburn Wright, of New York City, son of the late Dr. Hamilton Wright and Mrs. Wright, of Washington, D. C.

Mixsell-Norwood—On April 27, at Saint James's Episcopal Church, New York City, Miss Mary Boileau Mixsell, daughter of Dr. Harold Ruckman Mixsell and Mrs. Mixsell, of New York City and Darien, Connecticut, to Mr. Carlisle Norwood, fourth, son of Mr. and Mrs. Carlisle Norwood, third, of San Francisco, California, and New York City.

BUFFALO

Donner-Tennyson—On April 14, in Santa Barbara, California, Mrs. Joseph W. Donner, of Buffalo, New York, daughter of Mr. and Mrs. Howard Elting, of Chicago, Illinois, and New Paltz, New York, to Major Lionel Hallam, Lord Tennyson, of England.

PHILADELPHIA

Morris-Machold—On April 3, Miss Sarah A. Morris, daughter of Mr. and Mrs. Roland S. Morris, of Philadelphia, Pennsylvania, to Mr. William F. Machold, son of Mr. and Mrs. Charles E. Machold, of Chestnut Hill, Pennsylvania.

Stout-Day—On April 14, in the Church of the Redeemer, Bryn Mawr, Pennsylvania, Miss Mary Ridgway Stout, daughter of Mr. and Mrs. C. Frederick C. Stout, of Ardmore, Pennsylvania, to Mr. Alan Lowther Day, son of Mr. and Mrs. D. Turner Day, of Warrenton, Virginia.

SAINT LOUIS

Wren-Boyd—On April 14, in Washington, D. C., Miss Mary Martha Wren, daughter of Colonel Clark C. Wren and Mrs. Wren, of Washington, D. C., to Mr. Trustin Brown Boyd, second, son of Mr. and Mrs. Ingram Fletcher Boyd, of Saint Louis, Missouri.

SOCIAL EVENTS

NEW YORK

Butterfly Ball—On April 3, in the Ritz-Carlton Hotel.

Knickerbocker Assembly—On April 7, in the Ritz-Carlton Hotel.

Mayfair Club—On April 7, 14, 21, and 28, in the Ritz-Carlton Hotel.

Rainbow Ball—On April 6, in the Ritz-Carlton Hotel.

Spence Silver Spoon Dinner-Dance—On April 11, in the Ritz-Carlton.

PHILADELPHIA

Easter Ball—On April 6, at The Bellevue-Stratford, Philadelphia, Pennsylvania.

Friday Dinner-Dance—On April 13, at The Bellevue-Stratford, Philadelphia, Pennsylvania.

Junior League Cabaret—On April 4, at The Bellevue-Stratford, Philadelphia, Pennsylvania.

Now
IN SMART NEW GARB



ULTRA SMART GOLD AND SCARLET METAL CASE

THE EYELASH
DARKENER YOU HAVE
KNOWN SO WELL FOR
SO MANY YEARS.

BLACK OR BROWN, 75c



THE NON-SMARTING, TEAR-PROOF,
PERFECTLY SAFE MASCARA



LEE MILLER

DIRECTOIRE

Organdy shirt frill on rustling
black taffeta suit \$85.

READY-TO-WEAR

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42 EAST 49TH STREET, NEW YORK CITY
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Brush up on Lure with **PEGGY SAGE!**

When she starts whipping up new colors for fingernails, Peggy Sage throws caution to the four winds!

She does the most thrilling things with cerise, ruby and vermillion and heaven knows what all . . . gives them names like Mahogany and Fire Engine Red to make life doubly exciting.

But never mind the droll names, you'll have a craving to wear each one.

There are dozens to choose from, every one a Peggy Sage original . . . every one more lustrous than anything you ever dreamed of.

If you want fingertip glamour, you're in for Peggy Sage Polish for the rest of your natural life!



• **PEGGY SAGE SALON MANICURE PREPARATIONS**

- Liquid Polish . . \$1.00
- Polish Remover . . 75c
- Cuticle Remover . . 75c
- Hand Lotion . . \$1.00
- Hand Smoother and Softener Cream . . \$1.00
- "Set of Two" with Polish and Remover . . \$1.50

PHONE PLaza 3-9011 for appointment

PEGGY SAGE, 50 EAST 57th ST., NEW YORK

ARE RUSSIANS WOMEN?

(CONTINUED FROM PAGE 39)

set up modernist dummies dressed in the latest models, and introduced loud-speakers that bellow of bargains on the various floors. As store clerks now receive extra bonuses according to the number of their sales, customers are probably called the Russian equivalent of "dearie," and told that that little number they are contemplating buying is just like a dress worn by the wife of the head Commissar of the United States.

AT THE OPERA

To see Russian sartorial art in full blossom, it is necessary to go to the opera. In the first years of the Socialist Republic, Communists were proud of the fact that the opera was crowded with men in sheepskin coats and women in shawls, aprons, and peasant dress, for the contrast between these people and the former patrons of the house illustrated the vast social change that had come with the Revolution.

A few heads were wise enough to realize, however, that as time went on, such costumes were poor window-dressing for a country that was supposed to raise the standard of living of its workers. Thus, the women's desire to

dress well in the theatre is no longer discouraged; indeed, girls of Komsomol or Young Communists' groups now refuse to speak to acquaintances they meet there who are not properly attired. Last summer, a tourist invited to the opera by a Communist friend was first asked if she had a good dress to wear for the occasion.

STRICT FORMALITY

It is a far cry indeed from the days when all evening clothes were considered works of the bourgeois devil to Madame Litvinoff's recently reported indignation because a British business man ventured to wear a sack suit to one of her formal receptions. Not long ago, the first evening gown to be openly displayed for sale appeared on a dummy in a department-store window and caused much fluttering of the heart among young proletarians who gazed upon it.

The attempt to recreate women has been given up as a bad job. It might be that in a few years the chic young ladies of Moscow will constitute the best piece of Communist propaganda that can be offered to working women living in a benighted capitalistic world.



How to order Vogue Patterns by mail

Vogue Patterns may be ordered by mail from any of their distributors; or from Vogue Pattern Service, Greenwich, Conn., or from 1196 The Merchandise Mart, Chicago, Ill., or 523 Mission Street, San Francisco, California, or, in Canada, 360 Adelaide Street, W., Toronto, Ontario.

Please state the full pattern number. When ordering skirts give both waist and hip measure. When ordering misses' or children's designs, state age.

Vogue does not make provision for charge accounts or C. O. D. delivery. When ordering please enclose cheque, money order or stamps. Remittances should be made out to the store or office from which you order.

PRICES OF VOGUE PATTERNS

S-3640	\$1.	662560
S-3702	1.	662675
S-3703	1.	662760
S-3704	1.	662840
635775	662950
635950	663040
662150	663150
662275	663250
662360	663375
662475	663675
		663760

ANSWERS TO CORRESPONDENTS

ANY reader can obtain from Vogue Information Service answers to questions on social conventions, customs, and matters of etiquette; on costume and fashion; on household decoration; on shops dealing in merchandise of interest to Vogue readers; and on other subjects that fall within the scope of this magazine.

RULES FOR CORRESPONDENTS

(1) The name and address must be legibly written or printed at the beginning or end of every letter.

(2) In order to answer all inquiries promptly, Vogue suggests that as few questions as possible be asked in any one letter; a reply may be delayed because of totally unrelated questions, any one of which may require a considerable amount of research to answer it adequately.

(3) Unless requested to keep a reply confidential, Vogue is privileged to publish any inquiry and answer that it considers of interest to its readers.

Mrs. R. B. M.: Will you please tell me what you consider the smartest type of writing-paper?

Ans.: Usually, rather simple paper is the best. Too much individuality is apt to be vulgar. Still, some people like to express themselves in fanciful ways, and they should be allowed a little liberty to do so. The most distinguished-looking writing-paper, however, is generally in some neutral shade or in white. It may have an un-

coloured crest raised upon it; a small monogram, or initials; or just the address, in black or any shade desired—sometimes in gold or silver, if it is done discreetly. Blocks of paper made to order with the whole name and address stamped or engraved upon the sheets should be used only for business letters. A lady would not use her name in such a way for friendly letters, any more than she would use any sort of eccentric private note-paper for formal invitations. And, incidentally, your letter-paper should be your own best advertisement.

Miss L. C.: When a "difficult" dessert or other dish is offered a guest at a dinner, is it permissible for her to ask the servant to help her?

Ans.: Moments like this do not need to be awkward, if we don't make them so ourselves. A guest confronted by a large and whip-cream covered cake, or something equally difficult to manage, can always say to the servant, "I am afraid to cut this. Will you please do it for me?"

Mrs. J. van D.: Many of my daughter's friends start to smoke as soon as they are seated at the dining-table—and continue to do so between every course of the meal. My husband and I do not object to smoking, but feel that at even so informal an occasion as a "family" dinner, with one or two guests, continuous smoking is a bit ill-bred. What does Vogue think about this? (Continued on page 120)



DELETTREZ

Baume de Jeunesse

Truly an envied secret is the "Balm of Youth!" For those special occasions—and to be employed by the woman satisfied only with preparations for the *toilette* of such precious merit that they may never become commonplace, Delettrez presents the rejuvenating balm supreme. Priced at Fifteen Dollars.

BAUME DE JEUNESSE



At exclusive Toiletry Sections and
Delettrez Beauty Salons

DELETTREZ INC.
580 Fifth Avenue
New York



Koret

INCORPORATED

H A N D B A G S
33 EAST 33D STREET · NEW YORK

FOR
Easter
FROM THE
K O R E T C O L L E C T I O N

Let the Koret gazelle guide you this Easter in the purchase of your handbag. For it guarantees the design, craftsmanship, and fine material that goes into every bag...as well as promising it a long and lovely life!

The supple English leather bag pictured here is kept soft and made secure by the reliable TALON fastener and equipped with KORET'S *unusual* accessories...prystal comb, two-faced mirror and a chained-in change purse. Your own initials complete the ornamentation.

This, our *new* MONEY BAG, and all of the other bags in the new KORET collection prove that color is vital, for you'll find them in that important new color, CLAY, as well as black, brown, navy, light blue, green, red, white and stone.

Koret makes a handbag for every occasion and you'll find them in the smartest shops in the smartest cities *everywhere*.



THE
Easy-to-use Prize
GOES TO THESE
2 New Deodorants

SAY goodbye to old-fashioned deodorants! Perstik and Perstop give you the protection YOU need, in the manner that's modern.

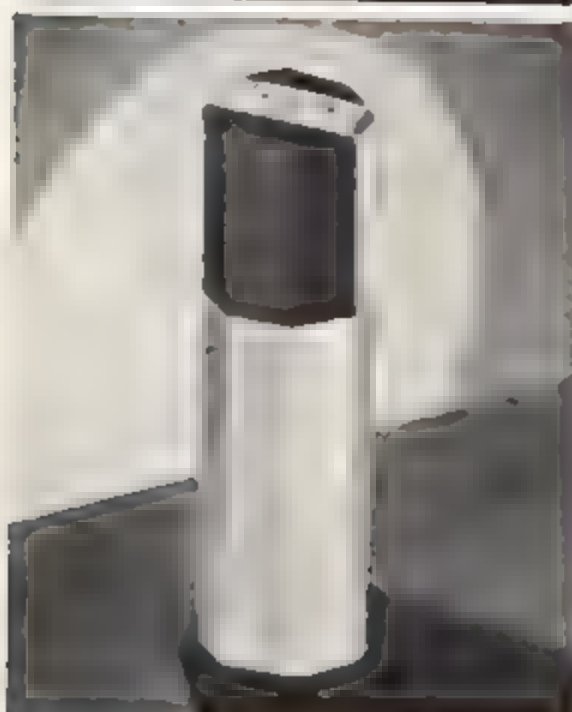
"I need odor prevention alone," says the woman who doesn't perspire much, "and I love the neat, lipstick way Perstik is applied. A few quick strokes under the arms each morning give me complete protection for the day. No muss or fuss . . . it's on without using the fingers. It's greaseless, and harmless to fabrics—I use it before or after my dress is on. Just as easy to apply on sanitary napkins. I adore the handsome black-and-ivory case that Perstik comes in."

"And I," says the woman who perspires more freely,

"find that Perstop is the simplest way to stop moisture. I just touch the sponge-neck Perstop bottle to my underarm . . . no separate applicator or cotton needed. It dries quicker, gives protection for days, and keeps my dresses free from perspiration stains."

Perstik and Perstop have won the Good Housekeeping Seal of Approval for safety and effectiveness. Beauty advisers to 10 million women recommend them. And in all parts of the world—from Paris and London to New York and Hollywood—fastidious women acclaim them as the EASIEST TO USE.

NEW WAY TO
PREVENT BODY ODOR



Perstik

Feminine Products, Inc.,
469 Fifth Ave., New York

50c EACH
at your druggist or
department store

NEW WAY TO
STOP PERSPIRATION



Perstop

ANSWERS TO CORRESPONDENTS

(CONTINUED FROM PAGE 119)

Ans.: The habit of smoking almost as soon as one sits down at table is practised a great deal by younger people—and, although it entirely prevents their really tasting the food offered by their hostess, smoking may be indulged in to this extent, if every one present enjoys it. However, it is ill-bred to do it where there are older people to whom it is disagreeable. And, for boys and girls in an older person's house, the mere asking if they may smoke is not the height of civility, unless their hosts have set them the example. However, that is, of course, better than to begin to smoke without even asking—as is too often done.

Mr. J. B. M.: Every so often, I receive a letter addressing me as "Mr. J. B. M., Esq." What is the right form for this? Do you consider the best usage omits the "Esq." entirely from one's corresponding vocabulary? It has always seemed a rather pleasant formality to me.

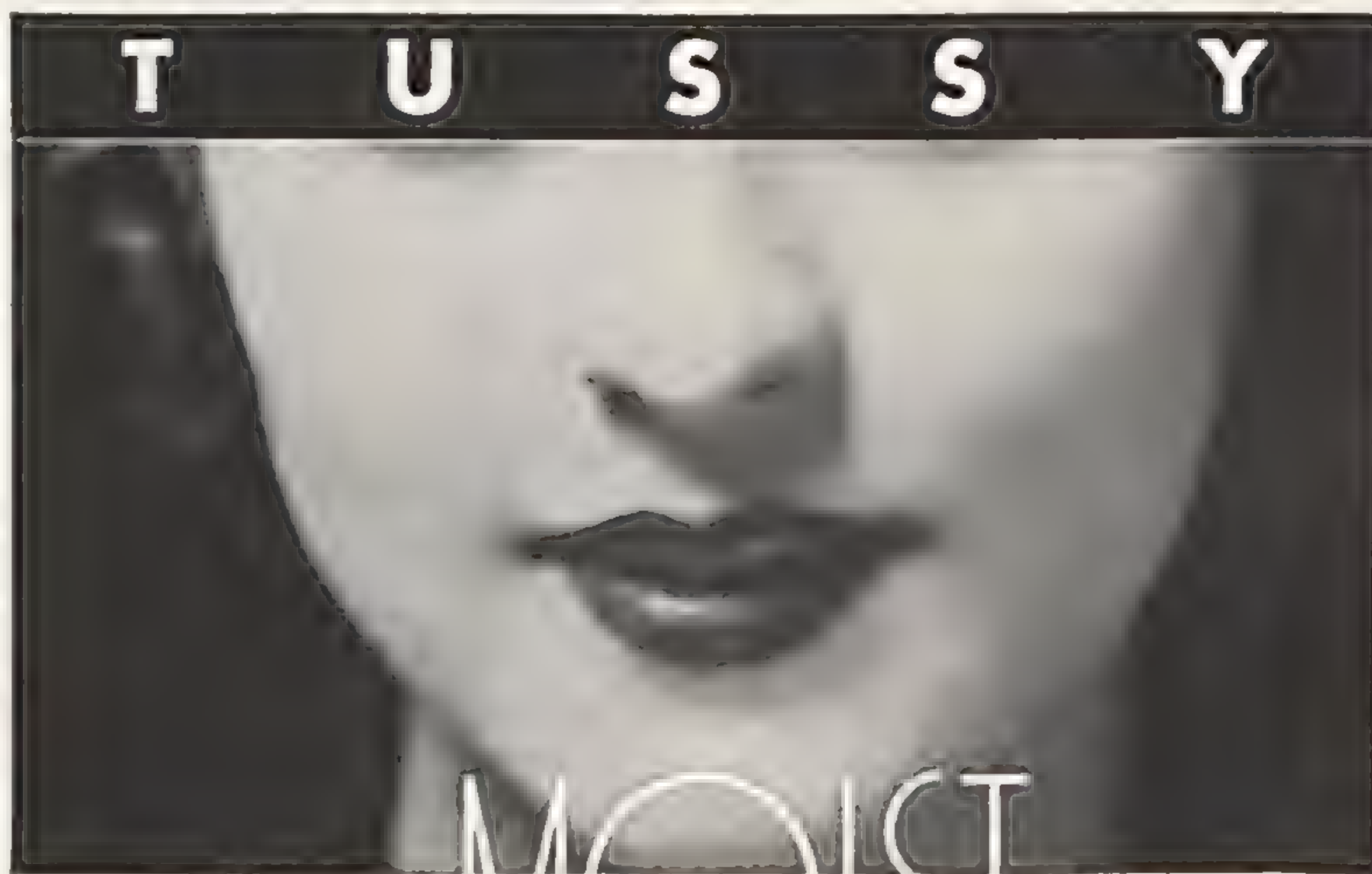
Ans.: To address a letter both "Mr." and "Esquire" is unnecessary. A gentleman is still addressed as "Davy Jones, Esquire" except when the letter concerns his wife, too, when the address would be "Mr. and Mrs. Davy Jones." "Mr." is the French mode of address. "Esq." is the English. The taste of better-bred people in this country happens to follow the English form. In social notes, a man should be addressed at his house or club, not (unless no other addresses are known) at his place of business.

Miss D. J.: My favourite cousin is to be married in a month and has asked me to be her maid of honour. My younger sister is to be a bridesmaid. Will you please tell me what is expected of both of us?

Ans.: The maid of honour stands nearest the bride during the ceremony, so that she can take the bride's bouquet or prayer-book while the ring is put on, return the bouquet or prayer-book when the bride is ready, and arrange her train for her as she turns from the altar. Bridesmaids, on the other hand, have only a decorative function to perform. They should look pretty, be pleasant, and lend all the gaiety they can to the occasion. When they carry flowers, they are usually advised to carry them on the arm nearest the spectators. Their present to the bride may be collective. The maid of honour's present is usually an individual one.

Mrs. B. I. M.: Many people complain that servants "are not what they used to be." It seems to me, however—although I am just starting the adventure of running a fairly large household—that a great deal of a servant's manners and attitude depends on those of the mistress of the house. What do you think about the relationship between employers and servants?

Ans.: It is true that, generally speaking, old-fashioned servants had better morals and manners than those of today. Some (Continued on page 122)



stays **MOIST**
on your lips

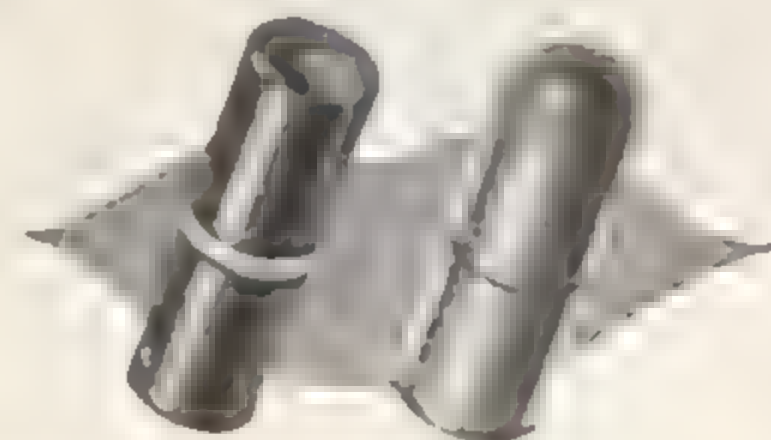
IN RAW, changeable weather, avoid a "drying" lipstick which may make your lips crack, peel and wrinkle.

Leaders of society in Paris and New York insist on TUSSY Lipstick, a cosmetic as well as a color. TUSSY keeps lips soft and moist.

You have your choice of TUSSY in five vital shades on a rich cream base—Tea Rose, Apricot, Flame, Rose Coral and Raspberry. Eat, drink, even kiss all you please. The color of TUSSY lasts and lasts! Sold by all leading stores . . . \$1.00 Indelible or Non-Indelible

Lipstick • Nail Polish • Rouge • Face Creams

TUSSY
COSMETIQUES



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SIL-O-ETTE
REG. U.S. PAT. OFF.

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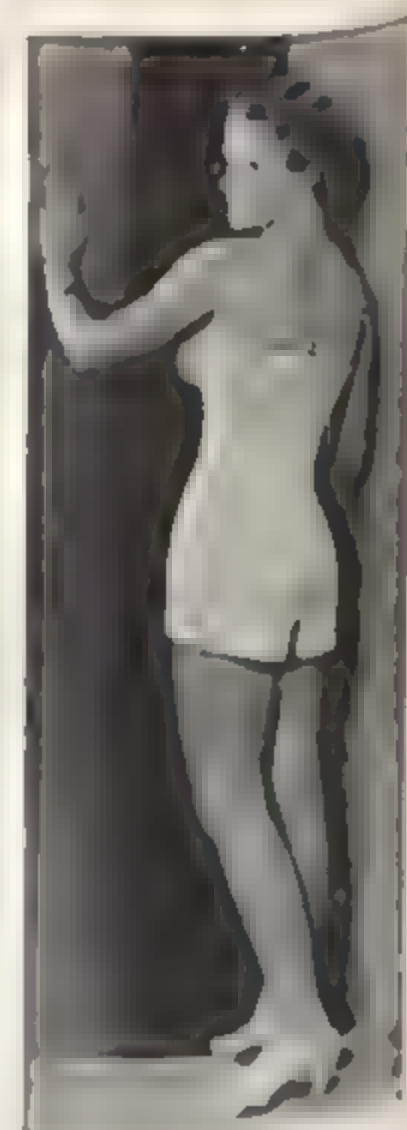
A form-fitting, inexpensive undergarment—perfectly simple for insuring a simply perfect silhouette.

"PRINCESS SIL-O-ETTE" is seamless front and back . . . has no hooks to fasten and will not mar your figure nor the smartness of your dress. Its uplift brassiere and other exclusive features insure more freedom, comfort, grace. Sizes 32 to 42 in Tea Rose and White.

Write us if your favored store does not display "PRINCESS SIL-O-ETTE"

Price **\$1.15** Each

SIL-O-ETTE
UNDERWEAR CORP.
29 West 30 Street New York



THE MAP OF *Vogue's Smart Economies*



The Smart Economy Models (Pages 82 and 83) may be purchased in smart shops in New York and throughout the United States, including:

• If no shop in your city or shopping center is listed here, write to Vogue, 420 Lexington Ave., New York City, and we will be glad to give you the address where the Smart Economies are available. Be sure to state what model or models you are interested in. Enclose stamped, addressed envelope.

AKRON, OHIO
The M. O'Neil Co.
ALLENTOWN, PA.
Hess Bros.
ALTOONA, PA.
Simmonds
ANN ARBOR, MICH.
Wm. Goodyear & Co.
ASHEVILLE, N. C.
Jean West
ATLANTA, GA.
Davison-Paxon Co.
BALTIMORE, MD.
Bonwit Lennon & Co.
Hochschild, Kohn & Co.
BIRMINGHAM, ALA.
Burger-Phillips Company
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BROOKLINE, MASS.
Best & Co.
BROOKLYN, N. Y.
Abraham & Straus, Inc.
Frederick Loeser & Co., Inc.
BUFFALO, N. Y.
Jenny Co., Inc.
CHATTANOOGA, TENN.
Miller Bros. Co.
CHICAGO, ILL.
Marshall Field & Co.
Carson Pirie Scott & Co.
CINCINNATI, OHIO
Irwins and Klines

CUMBERLAND, MD.
Lazarus
DALLAS, TEXAS
A. Harris & Co.
DAYTON, OHIO
The Elder & Johnston Co.
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EAST ORANGE, N. J.
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EVANSTON, ILL.
Marshall Field & Co.
FORT WAYNE, IND.
Wolf & Dessauer Co.
FRESNO, CALIF.
Bruckner's
GALVESTON, TEX.
Donna May Shop
GARDEN CITY, L. I.
Best & Co.
GERMANTOWN, PA.
Robert Cherry Sons
GREENVILLE, S. C.
Meyers-Arnold Co., Inc.
GREENWICH, CONN.
Franklin Simon & Co.
HARRISBURG, PA.
Worth's
HARTFORD, CONN.
G. Fox & Co.
HONOLULU, HAWAII
The Liberty House
HOUSTON, TEXAS
The Patio Shop
JACKSONVILLE, FLA.
Cohen Brothers
KANSAS CITY, MO.
Rothschilds on Main at 10th
Geo. B. Peck Dry Goods Co.
LAKE FOREST, ILL.
Marshall Field & Co.

LITTLE ROCK, ARK.
The M. M. Cohn Co.
LOS ANGELES, CALIF.
J. W. Robinson Co.
The May Company
LOUISVILLE, KY.
Byck Bros. & Co.
LYNCHBURG, VA.
J. R. Millner Company
MAMARONECK, N. Y.
Best & Co.
MILWAUKEE, WIS.
Gimbel's
MONTREAL, CANADA
Henry Morgan & Co., Ltd.
MUSKOGEE, OKLA.
B. E. Spivy Co.
NEW ORLEANS, LA.
Gus Mayer
OAK PARK, ILL.
Marshall Field & Co.
OKLAHOMA CITY, OKLA.
John A. Brown D. Gds. Co.
PEORIA, ILL.
Block & Kuhl Co.
PHILADELPHIA, PA.
The Blum Store
B. F. Dewees
PITTSBURGH, PA.
Joseph Horne Co.
Kaufmann's
PORTLAND, OREGON
Meier & Frank Co.
PROVIDENCE, R. I.
Gladding's
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McCurdy & Co.

SACRAMENTO, CALIF.
Hale Bros. Inc.
SAINT PAUL, MINN.
The Golden Rule
SAN FRANCISCO, CALIF.
City of Paris D. Goods Co.
The White House
SCHENECTADY, N. Y.
H. S. Barney Co.
SCRANTON, PA.
The Heinz Store
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T. S. Martin Co.
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George Wyman & Co.
STOCKTON, CALIF.
Levinson's Dress Shoppe
TOLEDO, OHIO
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14 Spitzer Arcade
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Robert Simpson Co., Ltd.
TROY, N. Y.
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WILKES-BARRE, PA.
The Isaac Long Store
YONKERS, N. Y.
The Fashion Shop
YORK, PA.
Worth's

ANSWERS TO CORRESPONDENTS

(CONTINUED FROM PAGE 120)

Watch who smokes Marlboros. More than a successful cigarette . . . Marlboros are the cigarette of success.

Hollywood, Beacon Street, Michigan Boulevard, Fifth Avenue, alike recognize Marlboro as America's finest cigarette.

Marlboros—IVORY TIPPED or plain—are packed downwards clean as a surgeon's scalpel.

MARLBORO

Mild as May

CREATED BY PHILIP MORRIS

servants to-day do not even know enough to get up when their mistress comes into their part of the house, or to stand when speaking to her. They imagine this would indicate inferiority on their parts. Rough-mannered servants show no respect for either themselves or their calling.

In the behaviour of employers to their servants, there should be justice in demand, and kindness in demanding it. In the first place, every lady—whether she employs a housekeeper or not—should know thoroughly how her household ought to be run. She should understand how much work she is justified in asking from each person in the establishment. And, knowing, she should neither overtax anybody nor permit any laxity of service. Servants do not respect a mistress who allows things to be done indifferently one day and loses her temper over them the next day. A firm rule, just dealing, and a pleasant manner, with the keeping up of the every-day, required routine, will make for good government. A servant's time-off should be respected—and in return servants should know that wages are paid for service rendered, not for living in comfort and going out every spare moment. A room for servants to sit in should be provided, comfortable accommodations, and well-served and well-chosen meals. It is not only fitting for a mistress to look into such matters, but it is stupid for her not to do so. A lady loses no prestige by being as good a mistress as she is a hostess.

And if you have provided kindly for all your servants' needs, and run your household with a smiling sort of discipline, you will surely know that delightful regard of devoted self-respecting servants for an affectionate and considerate mistress.

Mrs. H. R. T.: Please tell me what reply is made to an invitation to a formal tea, if one can not attend. What cards are left if one does attend (when there are two lady guests of honour)? What cards are left when making a call after a luncheon, when there has been a guest of honour, and when there has not been? How old should a boy be when he first uses visiting-cards? Where there is no butler or maid, where should cards be left?

Ans.: In replying to a formal invitation that "requests the pleasure of," the answer should be sent in the third person. To an invitation to a formal tea, which you are unable to attend, this is the suitable form for the wording:

Mr. and Mrs. John Smith
regret that absence from town
prevents their accepting
the kind invitation of
Mr. and Mrs. Paul Jones
for Saturday, June the tenth
at Brookside

When attending a formal tea at which there are two guests of honour, one should leave three visiting-cards, one for the hostess and one for each of the guests. (Continued on page 123)

VIKING CRUISE

MIDNIGHT SUN
ICELAND FINLAND
NORTH CAPE RUSSIA
NORWAY SWEDEN
THE FJORDS DENMARK
VISBY FRANCE

JUNE 29 from N.Y.
4.00 P.M.

Enjoy a complete change this summer. Go where a warm welcome awaits you, among friendly peoples, midst strange sights and fascinating places.

42 Days..\$435 up

Cleaving White Viking Liner, 20,000 Tons Reg.

KUNGSHOLM

Ship is your hotel throughout cruise

Visiting 7 countries, 12,000 miles, 20 ports, back in New York August 10 or by later sailing at no extra cost.

Also Delightful Baltic Cruises May 28 and July 25 visiting Sweden—Denmark—Visby—Finland and Russia on the M. S. Gripsholm, famous running mate of the Kungsholm. Rates 1st class \$395 up, Tourist class \$295 up.

Consult your Tourist Agent or

SWEDISH AMERICAN LINE

21 State St., N.Y. 181 N. Michigan Ave., Chicago

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and Principal Cities

It's only logical to take a Modern Viking Ship manned by Viking descendants for a cruise to Viking Lands

SWEDISH AMERICAN LINE




Give your Figure the
"ONCE-OVER"
by MAIDEN FORM

For Spring's various styles, Maiden Form gives you a new "Once-Over," with an adjustable back—an exquisitely shaped one-piece foundation garment of fashioned Lastex, topped with an uplift brassiere of fine lace. \$3.50, \$5.00 and \$7.50.

For a complete selection of new Maiden Form brassieres, girdles and "Once-Overs"—send for free booklet. Dept. VA.

Maiden Form Brassiere Co., Inc., New York, N. Y.

LOOK FOR THE NAME  Reg. U. S. Pat. Off.

Maiden Form
BRASSIERES

GIRDLES • GARTER BELTS

NONE GENUINE WITHOUT THIS LABEL

A Beautiful Sportswear Dress

Made
Exclusively
for YOU

STYLE O'MONTH has a new creation every month . . . Here is Miss April . . . Hand-fashioned, Custom-made to your selection, in 16 luscious colors. Exclusive patterns and unusual weaves. At prices unbelievable. Less than ready-to-wear garments.

Write us at once, and we will have our studio in your city give you an exclusive showing.

We encourage women of refinement and good social connections to write us regarding our Agency Plan.

style o' month
SPORTSWEAR

PARIS
CHICAGO
NEW YORK

511 EAST 32ND STREET



BARTENDERS ARE NO LADIES!

And vice versa! Hostesses noted for charm and poise are seldom seen using the Bartender's Guide. Instead, these lovely creatures serve bottled Club Cocktails and become famous for their Martinis. Blended by the same method that won their preference before prohibition — Club Cocktails have a rich, mellowed flavor that simply cannot be achieved by mixed-to-order cocktails. And, of course, they're the last word in convenience . . . Dry or regular Martinis, ready to serve.

THE CLUB COCKTAILS
Also makers of Milshire Gin
G. F. HEUBLEIN & BRO.
HARTFORD, CONNECTICUT

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THE FRIEZE

which ornaments our main lobby embodies the keynote of rich simplicity and classic beauty which is the *sine qua non* of gracious living.

THE CARLYLE

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F. J. LENEY, Manager

Midtown Office
DOUGLAS L. ELLIMAN & CO., INC.
15 East 49th St. AGENT PLaza 3-9200

ANSWERS TO CORRESPONDENTS

(CONTINUED FROM PAGE 122)

When one is married and the hostess is also married, one leaves four of one's husband's visiting-cards and three of one's own.

When making a call after a luncheon at which there was a guest of honour, one leaves two cards if the guest is a visitor in the house. Otherwise, one should call on the guest at her own house. A woman may leave a joint visiting-card when calling on a woman. If the woman she is calling on is married, the caller should also leave one of her husband's cards for him. Although visiting-cards may be

used for invitations to informal teas or cocktail parties, we think notes should be written for invitations to informal luncheon or bridge parties. An invitation on a visiting-card is considered informal, and it is not correct to reply to it in the third person. A short note should be written instead. A boy of sixteen, or thereabouts, should have his own visiting-card, which should always be engraved with the prefix "Mr." When there is no maid, one might put one's cards on the hall table as one enters.

DESIGNS FOR PRACTICAL DRESSMAKING

Turning their backs to you (at the left) are the designs that are also sketched on page 104a. These models are designed for sizes: 6629 in 32 to 46; 6627 in 30 to 42; 6631 in 12 to 20; 30 to 38



At the right are sketched the back views of the distinctive designs shown on page 104b. They are designed for sizes: S-3703 in 30 to 42; 6636 in 32 to 42; 6628 and 6630 in 12 to 44



Here at the left are other smart angles of the ensembles and frock you see illustrated on page 104c. These models are designed for sizes: S-3702 in 32 to 40; 6637 and 6632 in 12 to 20



At the right, you see other versions of Frock No. 6633, shown on page 104d. This is designed for sizes 14 to 42. Evening Frock No. S-3704, also shown on page 104d, is designed for sizes 32 to 42

Patterns may be purchased from any shop selling Vogue patterns, or by mail, postage prepaid, from Vogue Pattern Service, Greenwich, Connecticut; 1196 The Merchandise Mart, Chicago, Illinois; or 523 Mission Street, San Francisco, California; in Canada, they are available at 360 Adelaide Street, West, Toronto, Ontario. You will find prices of patterns listed on page 113

THIS IS RUSSEKS

"Esquire"

OUTFIT at \$39.75

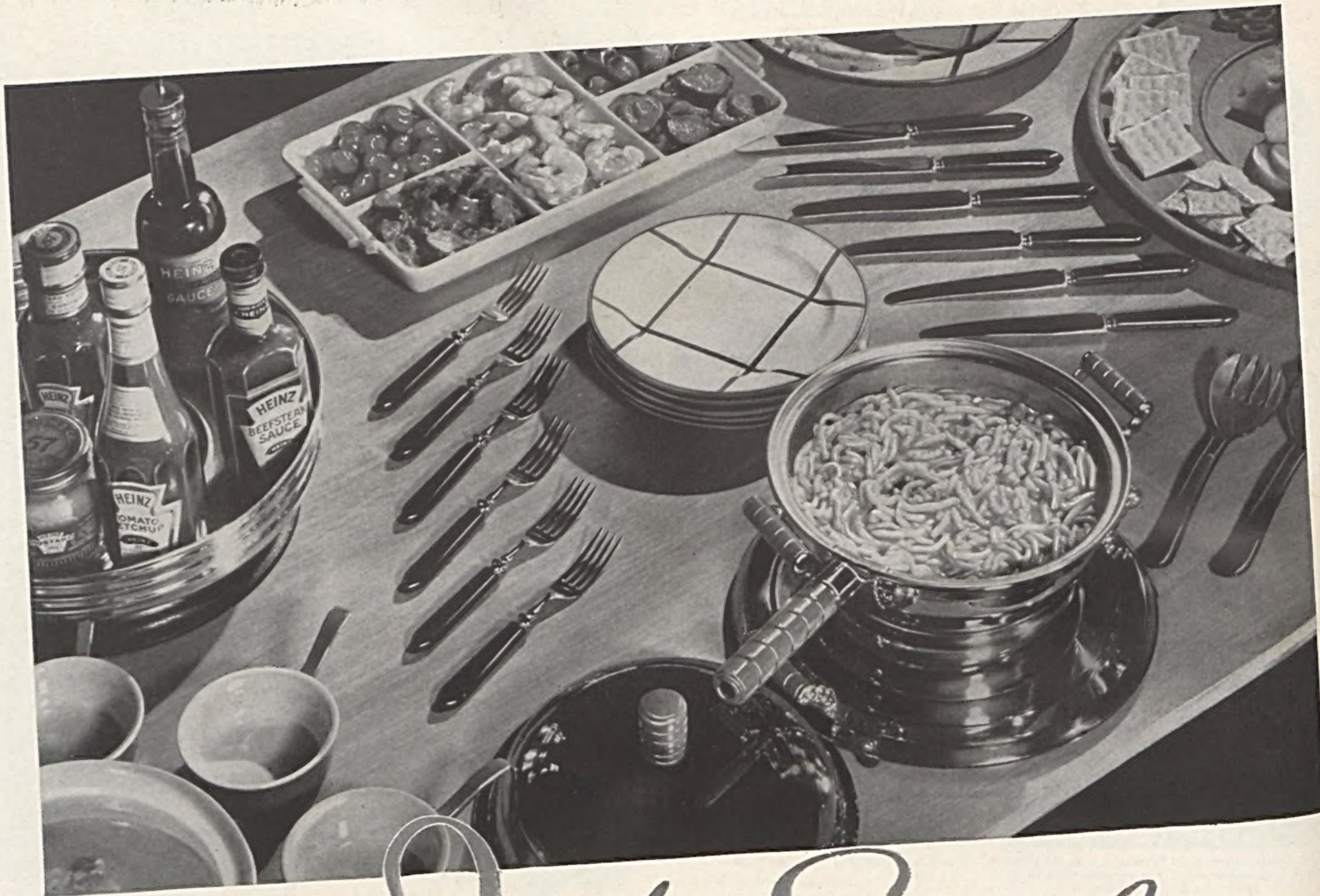


... The 1934 Fashion Winner which has run away with all the Fashion-Value Honors

- ... It's a three-piece Suit.
- ... Its soft Check Pyramid Pattern Topcoat is fully Lined.
- ... It has a Separate Matching Skirt.
- ... It has the new pique Mussolini Shirt.
- ... It's Paris in fashion and Russeks in Fashion, Quality and Value.
- ... It's the Ideal All-Around Day-time Outfit.

FOURTH FLOOR

RUSSEKS
FIFTH AVENUE at 36TH STREET



Just a Snack

AT MIDNIGHT

by JOSEPHINE GIBSON



On the smart kitchen shelf is a certain book...



... in which abound new ideas for the ingenious hostess.



Already one of the most popular books of salads, appetizers, canapes, hors d'oeuvres and sandwiches, the Heinz Salad Book shows how a midnight supper can be conjured, even by a culinary novice, in less time than it takes to play a fast-moving rubber. To receive it, send 10 cents, to cover mailing costs. Address Josephine Gibson, Department 52, H. J. Heinz Company, Pittsburgh, Pa.



LIKE the song at twilight, the snack at midnight is really more enjoyable when rendered on the spur of the moment, without professional aid.

Unexpected evening gatherings sometimes find a hostess unprepared—servants abed and nothing in the pantry suitable for ready serving. However, if you've stocked a "Quick Feast Shelf," you can produce, with ease and speed, a buffet supper that the fussiest of contract guests will declare invulnerable.

Old-fashioned but far from lowly, for such repasts, is the grand old favorite—baked beans. So, on this shelf have plenty of Heinz *oven-baked* beans, one of the 57 Varieties. On it also, Heinz cooked spaghetti and Heinz home-recipe soups, the *finished* ready-to-serve home-made kind. And, of course, plenty of Heinz tomato juice—the vine-fresh kind. Then, for canapes and salads: tinned shell fish, caviar and cheeses. And, to make salads, sandwiches and canapes with speed and fine flavor, Heinz peanut butter, Heinz jellies, and such ready multi-flavored sauces as Heinz tomato ketchup and Heinz prepared mustard.

From such a shelf, midnight feasts can be created fast. And there are recipes for quick and easy snacks in the Heinz Salad Book, described on this page.

S. S. LURLINE · S. S. MARIPOSA · S. S. MONTEREY · S. S. MALOLO

Hawaii



Aboard S. S. Lurline

Life at sea running the whole gamut of stimulating enjoyment and relaxation.... On a celebrated Matson-Oceanic liner, ingeniously equipped to help you do it—adding subtle spice to the cocktail hour—conjuring new desire for lingering at dinner—furnishing new examples of comfort in your stateroom. ++ By the time you go ashore, you have come to expect magic. . . . and you get it in Hawaii—loafing, laughing, living through the most perfect, delightfully cool summer. ++ Glamour of great ships—stimulus of the South Seas—economy of low fares—urge you to make your vacation an *unparalleled adventure in happiness* in Hawaii, this summer.

SOUTH SEAS · NEW ZEALAND

AUSTRALIA via Hawaii, Samoa, Fiji

Isles and continents of the new world for a new chapter in vacations. Alluring lands of the Southern Cross. Auckland and Sydney, via Honolulu, Pago Pago and Suva—visit them all in a 46 days' round trip on the distinguished, new "Mariposa" or "Monterey". Modest fares and all-expense (ship and shore) tours pare cost to new lows.

Booklets about travel to Hawaii and South Seas free at any travel agency or

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'ROUND THE WORLD via AUSTRALIA . . . Now, luxurious liners and modest fares on this fascinating new route!

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and in Cigarettes too — Taste is Everything



CN00029415

ALWAYS *the Finest Tobacco and ONLY the Center Leaves*